

We believe that you are interested in our reels and write now to bring the subject before you again.

For more than three score years, since 1839, we have manufactured reels here in the same location.

At one time the firm was J.F. Meek & Co., the company being B.C. Milam, and then the firm changed and the reels were stamped Meek and Milam for thirty seven years, but were made by B.C. Milam all the time. Under all the names our aim has been to turn out the most perfect reel that could be made---and we have succeeded.

The "Milam" is recognized as the acme of perfection.

It is fitted to within 1-10000 part of an inch--so accurately that it is absolutely watertight: Speaking of watertight the following letter will prove interesting:

Nashville, Tenn. July, 18/98.

Messrs B.C. Milam & Son,
Frankfort, Ky.,
Gentlemen:--

A friend of ours took great pleasure in showing us a reel of yours that had belonged to his father over twenty years ago. His father lost it in Harpeth river. He made a great many efforts to find it, but never succeeded. A negro boy was in swimming and found the reel. It had lain in the water a little over twenty years. It had his father's name on it. A friend of his paid the boy \$2.00 for it, oiled it, and fished with it. He told me that it was just as good as it was the day it was made. So much for the "Milam" Reel.

Yours very truly,
H.W. Forde & Co.

There is absolutely no question about the great durability of these reels, their lasting qualities are really phenomenal.

Reels that we made over sixty years ago are being used every season now and their owners would not part with them.

Their value never decreases, it is as fixed as a diamond.

We make them for all kind of fishing from trout to tuna.

We will take pleasure in giving you any specific information you may desire.

Very truly yours,

On _____ we had the pleasure of sending you a copy of our catalogue and we have been wondering if you received it.

We would very much appreciate a few lines from you stating how you stand on the reel question at the present time.

Thanking you in advance we remain, [May 1915]

"MY BEST KENTUCKY REEL"

By JAMES BUCKHAM

"To my friend, Hon. Grover Cleveland, I bequeath my best Kentucky reel"

—Will of Joseph Jefferson, codicil dated October 27, 1904

DEAR friend, I nevermore shall hear
Your shout above the rushing stream,
Nor see your struggling captive leap
Where rainbows o'er the rapids gleam.
But, ah! for sake of old lang syne,
For sake of friendship long and leal,
Take, with a comrade's lasting love,
My best Kentucky reel.

How oft your ardent eyes have said,
"Ah me! how beautiful and rare,
With music in its silken click,
And graven with such loving care!"
You never said, "I'd like it Joe;
I envy you from head to heel;"
But, Grover, well I knew you craved
My best Kentucky reel.

And now it's yours, fond friend and best,
Your undisputed own for aye,
To sing to you beside the stream
Through many a bloom-white April day—
To sing, I fain would think, of me
When soft thoughts o'er your spirit steal.
And you can hear me prating of
My best Kentucky reel.

—By Permission of Harper & Brothers. From "Harper's Weekly." Copyright, 1906, by Harper & Brothers.

- This reel was made for Mr. Jefferson by the Milams in 1873. The following letter bears upon the subject:

St. Paul, Minn., Nov. 28th, 1891.

"Messrs. B. C. Milam & Son,
Frankfort, Ky.

"Dear Sirs:—

"In reply to your note, I beg to say that I have used one of your reels for eighteen years and it is yet in excellent order. The make and fashion of your work is quite unsurpassed.

"Faithfully yours,
J. JEFFERSON."

Established in 1839

"THE MILAM"

"THE FRANKFORT, KENTUCKY," FISHING REEL

Has been awarded International First Prizes and
Medals as follows:

World's Fair, Chicago, 1893—America
Fisheries' Exposition, Bergen, Norway, 1898—Europe
World's Exposition, Paris, France, 1900—Europe
St. Louis Exposition, 1904—America

Manufactured by

B. C. MILAM & SON

FRANKFORT, KENTUCKY

Coyne

Jan. 9/07

1000 \$6.00

3
Yours of ---containing check for ---\$'s to settle our invoice
of ---has been received.

We thank you very much for the remittance and hope to hear from
you with further orders which shall have our best attention.

Yours of --- containing check
for \$ --- for subscription to
First P. C. - for year --- has
been received.

We desire to thank you
for the remittance and to
assure you of our appreci-
ation.

Dec
P. 25th If you could conveniently let us have your
subscription to First Presbyterian Church for the year ending
December 31st, 1913 it would help and be very much appreciated.

June 7, 1915.

We thank you for your letter of _____ and assure you that we are only following a rule of this concern when we say that to persons who are strangers to us we send goods C.O.D. with privilege of examination, provided 50% is sent with order as a guaranty of good faith and to defray express charges in case goods are returned to us. The money advanced in such instances will be deducted from the C.O.D. bill.

Again thanking you and awaiting your pleasure we remain,

Very truly yours,

C.O.D.

Return

Follow

Follow

Sample
List

General

s.

t:

n

5

Your letter of ---stating that you have a----reel that needs repairing has been received.

We are always ready to whatever lies within our power for a fisherman, and would be glad to do this for you if we could.

We have had seventy years of experience in the reel business and have learned that we cannot give satisfaction to the owner, nor to ourselves, when we undertake to put any reel in condition other than our own make.

As much as we would like to do something for you we can only decline to undertake the matter because of the reasons given above.

With regards we remain,

Very truly yours.

*As this reel is not our make
we are not prepared to furnish
the parts necessary to put it
in order.*

Mr. J. M. Hinkle,
Barbourville, Ky.
Dear Sir:-

Feb. 9-1922

Answering yours of February 9th.

We were pleased to hear from you and to know that you like the three reels we sent you last year.

We are always ready and anxious to do what we can for our friends and would be glad to repair the reel you specify if possible. We have had eighty years experience in the reel business and have learned that we cannot give satisfaction to the owner nor to ourselves when we undertake to put any reel in condition other than our own make.

As much as we would like to do something for you we can only ask you to excuse us from undertaking this for the reasons given.

With expressions of appreciation and friendship we are,

Very truly yours,

Women, Horses, Bourbon Antedated By FAMOUS KENTUCKY REELS

By JOE SLOCUM

BEAUTIFUL women, fast horses and fine bourbon whiskey today stand supreme in Kentucky fame, but hidden by shadows of years gone past are many things of less enduring renown.

Back in the days when feminine pantaloons were vogue, and horses were still earning their oats by pulling a plow, and bourbon whiskey was strictly barroom, Kentucky stood in the foreground as birthplace of the first multiple fishing reel marketed in the United States.

The "Kentucky Reel," as it was known, made its initial appearance in 1835, and was manufactured in Frankfort by B. C. Milam.

Milam was employed by J. F. and B. F. Meek, watchmakers. As an apprentice, he made the first reel under their

at St. Louis, during the Louisiana Purchase Exposition in 1904.

Sportsmen who are fortunate enough to possess these reels always treasure them highly, and it would take more than mere money to affect a change in ownership.

D. L. Rice, barbership proprietor in Frankfort, had a collection of 14 Meek & Milam Reels stolen from his shop in 1940. Fortunately, he had them insured for \$500, but as he says, "I wouldn't have taken twice that for them, because they are almost impossible to replace." At that time he had a collection of 21 reels.

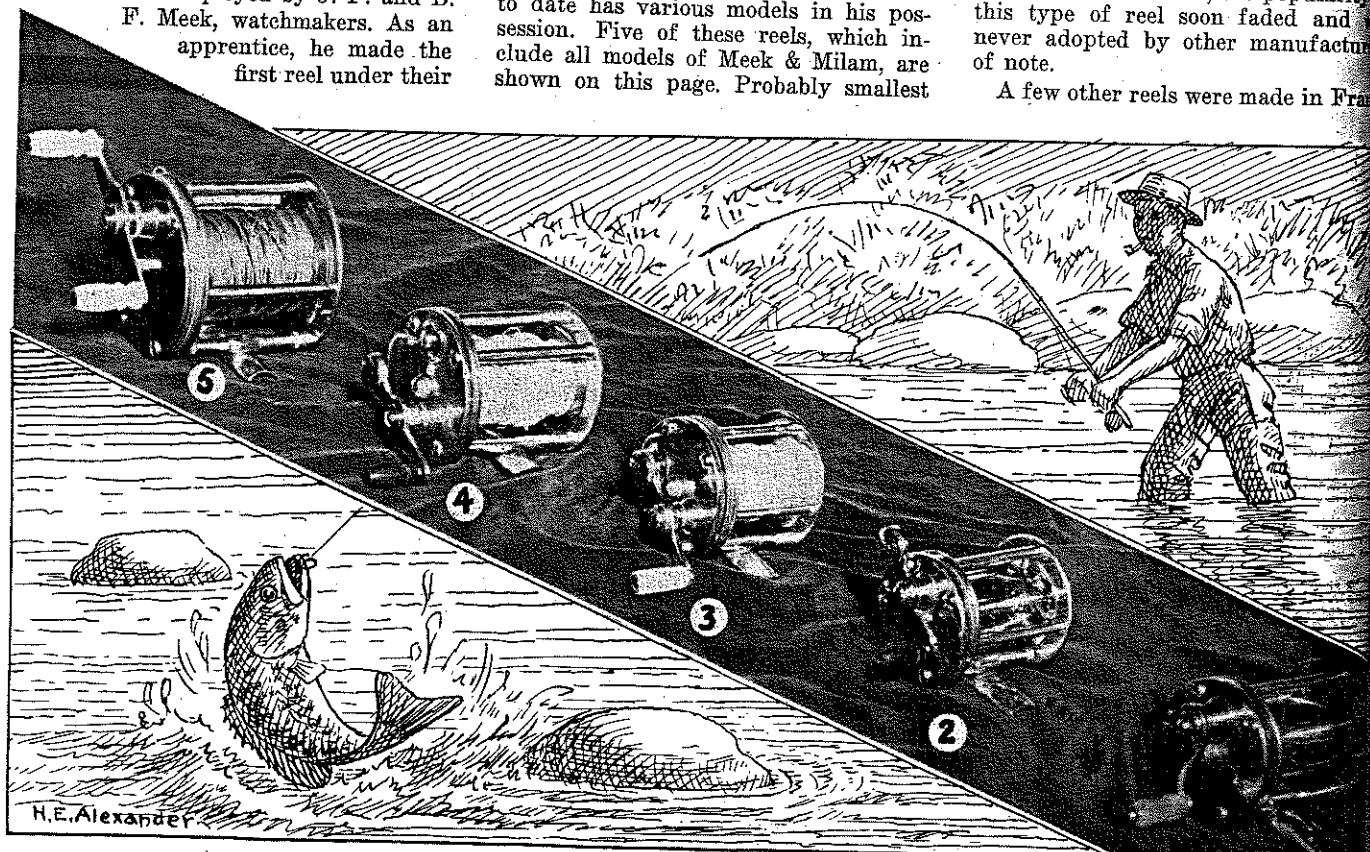
He has started a new collection and to date has various models in his possession. Five of these reels, which include all models of Meek & Milam, are shown on this page. Probably smallest

but foremost is the first multiple reel, which used a quill click. The screw used was numbered to fit in its own place without being interchangeable.

• • •

ANOTHER first in Kentucky was the free-spool reel invented by B. F. Meek, who left Frankfort to set up manufacturing facilities in Louisville in 1882. These reels worked on the same principle as the free-wheeling device used on automobiles a few years ago. One turn of the crank and the spool momentum would motivate itself several revolutions. However, the popularity of this type of reel soon faded and never adopted by other manufacturers of note.

A few other reels were made in Frankfort along with the



name. He later became sole owner of the Meek & Milam business and continued to make the "Kentucky Reel" until his death.

His son, John Milam, kept the business active until his passing in 1928. With no other reel-makers in the family, the business was discontinued.

The "Kentucky Reel" was considered one of the best hand-made reels ever made. It became famous by winning awards in Chicago during the Columbia

COLLECTION of reels above would be a priceless treasure to any dyed-in-the-wool fisherman—and the owner of these is no exception. The reel at right bottom, No. 1, was turned out between 1830 and 1850 by J. F. and B. F. Meek of Frankfort. Every screw was numbered to insure its return to proper place, and a goose-quill was used for a click. No. 2 came some years later, manufactured between 1850 and 1880 by Meek and Milam. No. 3 is a free-spool reel of 1880 vintage, the product of B. F. Meek & Son. No. 4, described by its owner as a Sage Reel, was on the market around 1830 to 1840.

fort along with the Milam Reels. J. L. Sage made a few, but didn't produce them on a very large scale. Some of them are still in use today.

Another famous reel that started production in Frankfort, in 1883, is the Gayle Reel, made by George W. Gayle & Son.

During the past 63 years the Gayle Reel has made a reputation among

the first multiple-gear and a quill click. It is numbered to fit in without being interchan-

first in Kentucky reel invented by B. Frankfort to set facilities in Louisville. s worked on the sa free-wheeling dev les a few years ag crank and the spo motivate itself sever ever, the popularity soon faded and other manufactur

s were made in Frank

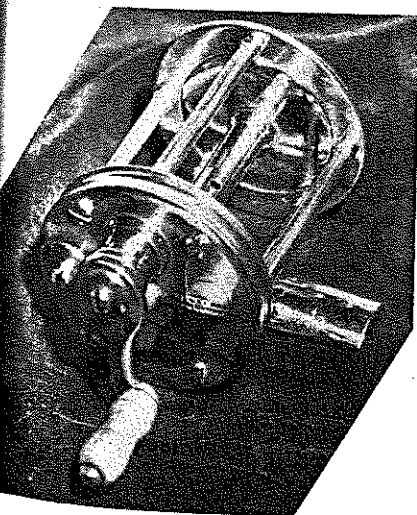


is being carried on by the inventor's son, Clarence Gayle, an 80-year-young engineer. He believes that if a reel isn't precision-built, it isn't right. And he doesn't trust his judgement without his micrometer.

When production of the Gayle Reel was suspended to make way for government contracts, the company went all-out in war production of different component parts for the atomic bomb. Gayle, however, was unaware of the fact that his newly modernized shop was taking part in the manufacture of the new deadly weapon, and didn't discover it until several weeks after such bomb had exploded over Hiroshima.

Some of the parts machined for this bomb were made from a new aluminum

POSSIBLY 100 YEARS of fishing pleasures have been cast by the reel pictured below. It is a model of the first multiple-gear reel made in the United States, and dates back to the period between 1830 and 1850, when J. F. and B. F. Meek began manufacturing at Frankfort.



age produce scale. Some of day.

that started pr in 1883, is the George W. Gay

years the Gay reputation among te fine workman with its produ due to the wan

alloy. Gayle, realizing the durability and lightness of this metal, decided to use it in the manufacture of two new reels. These reels will soon undergo mass production and will be ready for distribution sometime within the next few months.

One of the aluminum reels will have a one-inch spool, without click or level winder, and will be sold at a popular price. The other will be patterned from the Gayle bait casting reel which is standard in size, and will carry the accessories of click and level winder. This reel will sell for approximately \$20.

Clarence Gayle has made four models of casting reels. One of his most popular models, which became very famous, is the standard size bait casting reel, made of German silver. This reel is turned out by hand, precision-built and is guaranteed for life. It sells for \$100 and is made on special orders only.

This reel was used by the late President Franklin D. Roosevelt, who received one as a gift from Gayle. The octogenarian Gayle is very proud of the letter he received from the President which stated in part:

"It was more than kind of you to want me to have that fine hand-made reel which you presented to me through the courtesy of Governor Laffoon. Ever so many thanks."

Gayle is also proud of the fact that he is practically the only reel manufacturer who participates in the angling sport. From his many years of experience he says that anyone using a Gayle reel will never be worried by screws working loose or any other parts causing trouble regardless of the size of the fish taken.

"If any screws work loose or come out in a Gayle reel, I will give them a new reel," he assures his clients, and adds, "My reels are made to take it."

A NAME SYNONYMOUS with the art of reel making is that of Gayle, of the Frankfort Gayles. In shop scene at left above 80-year-old Clarence Gayle turns down a part on lathe for one of his fine hand-made reels. Never trusting his eyesight, or that of anyone else for that matter, he uses a micrometer to check all parts, as is the case in picture at right. Center is a display of his handiwork. The top reel in group is a heavy lake or light sea reel made of German silver, 1941 model. Second from top is a hand-made reel, 1934 model, also of German silver. Hardened rubber end cases are incorporated in the model second from bottom, which was hand-made as far back as 1886. The first reel made by Clarence is the one shown at bottom. Hand-made of brass in 1885, he still uses it for his own fishing pleasures.

FULL Lines
of
hunting and fishing EQUIPMENT

RAWLING'S PRODUCTS
for Schools and Teams

Jean-Purdy
SPORT and GIFT SHOP
"PLAY — IT PAYS"
OWENSBORO, KENTUCKY

6-2

PARK ROW PARAGRAPHS

By RAY GAINES



A reel, sans rod, sounds like an unlikely candidate for a collector's item, but the Kentucky Museum is now the proud possessor of just such a relic.

The reel, however, was no ordinary piece of fishing equipment and its owner was no ordinary man.

This reel bears the tradename of Meek, which at one time set aside it as one of the world's finest, and the angler to whom it originally belonged was Bowling Green's famed Thomas H. Hines.

It came to the Kentucky Museum under the will of the late William Joseph Vogel, who received it from his father.

David B. Hightower, writing for the College Heights Herald, explains that the Meek reel dates back to 1835, when Jonathan and Benjamin Meek and an apprentice, Benjamin C. Millam, were making what then was considered the world's finest reels at their shop in Frankfort.

The firm failed in 1852, but was reorganized as the Meek and Millam Company. This was followed by another reorganization in 1855 in which Millam became sole proprietor.

Upon Millam's death in 1904, the firm was taken over by the Horton Manufacturing Company of Bristol, Conn.

The Kentucky Museum's reel is made of brass, and apparently was manufactured after Millam took over the business in 1855.

Engraved on one end of the wheel is the name of Thos. H. Hines, the owner, and on the other, B. C. Millam, the craftsman who made it.

Hines, readers will recall, was a captain in the Confederate Army, serving with Gen. John Hunt Morgan's forces into Ohio met with failure. A prison break followed in which Gen. Morgan, Hines and their fellow officers dug their way out of the prison in which they were confined.

After this, Hines became a secret agent for the Confederacy, operating out of Canada and throughout the Northern States. It was Hines' exploits that provided the inspiration for J. D. Horan's book "Confederate Agent."

After the war, Hines moved to Bowling Green and resided here 30 years.

Hightower wrote that some older residents of Bowling Green still remember Hines "as the ramrod straight old gentleman often seen striding around Fountain Square on the way to his law office."

The reel, incidentally, is still in working condition and, while a bit crude by present day standards, still bespeaks the fine workmanship that went into it.

V1 3-4321

Park City
PARK ROW
Daily News
PARAGRAPHS

5-26-55

By RAY GAINES

Bowling Green



Several days ago this column dealt with a Meek reel, which recently became a part of the Kentucky Museum collection under the will of the late W. J. Vogel.

The Kentucky Museum treasured the item for two reasons: first, because it was a Meek reel, which at one time was considered the world's finest, and second, because it had been the property of Capt. Thomas H. Hines, famed member of Gen. John Hunt Morgan's Raiders.

Now it develops that the great-grandson of the man who made this reel is a resident of Bowling Green and the possessor of a similar fine reel made for his father.

The local man is Stanley M. Stagg of 623 E. 13th St., engineer with the Kentucky Department of Highways.

The reel which he now owns was made in 1896 for his father, the late Frank G. Stagg, by B. C. Milam, the same craftsman who made Capt. Hines' reel. Mrs. Frank G. Stagg of Frankfort, the former Miss Annie Keenon, is a granddaughter of B. C. Milam.

We reported in the previous column that the subject that the Meek reel dates back to 1835, when Jonathan and Benjamin Meek and an apprentice, Benjamin C. Milam, were making what then were considered the world's best reels at their shop in Frankfort.

Later, in 1852, the firm failed and was reorganized as the Meek and Milam Company. This was followed by another reorganization three years later in which Milam became sole proprietor.

We finally reported that upon Milam's death in 1904, the firm was taken over by the Horton Manufacturing Company of Bristol, Conn.

Not so, says the local engineer. Actually, upon the death of Benjamin C. Milam in 1904, a son, John W. Milam, continued to make reels at the Frankfort shop and did so until he died in 1928, Stagg quotes his mother as reporting.

Upon John W. Milam's death in 1928, he continues, the materials and parts in the shop were sold to Coburn Gayle, a contemporary maker of reels.

Stagg also displays a brochure that casts doubt on the 1835 beginning date of the Meek reel.

The piece of advertising features a poem dealing with a reel made by the Milams for Joe Jefferson in 1873 and later bequeathed to President Cleveland.

The poem, entitled "My Best Kentucky Reel," was written by James Buckman and published in Harper's Weekly in 1906.

It quotes a codicil to the will of Joseph Jefferson, dated Oct. 27, 1904, as saying, "To my friend, Hon. Grover Cleveland, I bequeath my best Kentucky reel."

The advertising mailing piece, issued in 1907, adds that the reel mentioned here "was made for Mr. Jefferson by the Milams in 1873."

It refers to "The Milam" reel as dating from 1839 and lists four international first prizes and medals which it had won. The firm name listed on the mailing piece is B. C. Milam and Son, Frankfort, Kentucky.

Cynthiana's Dr. Hedges Believes In Hanging On to Good Things

By RUTH MOORE CRAIG, Courier-Journal Special Writer

CYNTHIANA, Ky., June 4.—Dr. Felix Hedges never was one to desert an old, true friend for one new and untied.

Maybe that's why he still drives his old 1931 automobile with its six wire wheels. Never gave him a minute's trouble in the 24 years he has driven it, he says. And he never let any mechanic go snooping around under the hood, either. Except for an occasional new spark plug and carburetor adjustment, the engine has never been worked on.

Dr. Hedges has been a practicing dentist in Kentucky since June 1, 1901, when he opened an office in Middlesburg. He has been in Cynthiana since 1926.

Recently he received a bronze plaque from the Kentucky State Dental Association in recognition of 50 years' service. In 1953, he received a similar plaque from the American Dental Association.

Had Just 13 Cents

A native of Harrison County, Felix Hedges was graduated from the Ohio College of Dental Surgery on May 9, 1901. Later that day, he came to Cynthiana with his diploma and 13 cents. This may partly explain why he has had a healthy respect for money all his life.

Friends have asked why he doesn't buy a new car.

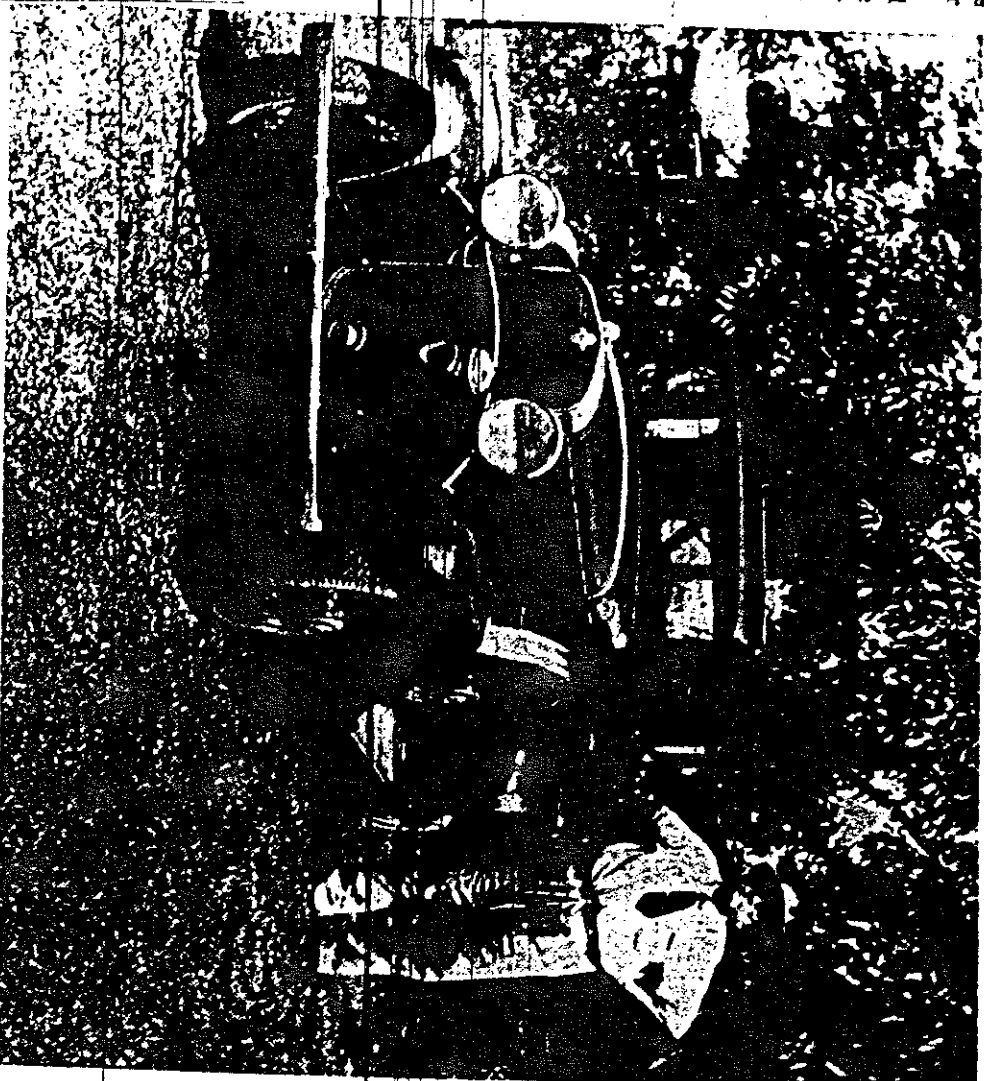
He answers, "I'd rather sit in the shade and think about the price of a car in the bank drawing me interest than to have a fine automobile sitting in front of my house."

He doesn't do much traveling around, anyway. He never took a vacation in his life, except for a day or two now and then to go fishing.

His usual cruising speed in his trusty old auto is 38 miles an hour. He shuns major highways on Sundays and holidays, because he doesn't want to be run over.

Likes Own Lures

Fishing and hunting have always been his hobbies. When he fishes in nearby Harrison County streams, he uses lures which he painstakingly fashions by hand. These lures, made of bits of mussel shell, feathers,



Dr. Felix Hedges of Cynthiana, who has been a dentist since 1901, stands proudly beside his 1931-model automobile. He says it never has given him any trouble.

Photos by Ruth Moore Craig

hair from a horse's tail, and other material not readily identified, he says are much superior to any you can buy.

Dr. Hedges' other big interest in life is his home. In his large, well-kept back yard, he grows fruit, vegetables and flowers. Many a Cynthiana hostess calls on the good dentist when she is planning a dinner party. His long rose bed furnishes bouquets for the table.

The beautiful Hedges home on Main Street, with hand-carved woodwork of oak, is furnished with heirlooms. Many pieces of furniture in the house have been in the family for 150 years.

He has a music box a century and a half old which plays 10 tunes, including the Czarist Russian National Anthem, "Cupids," "Dixie Land" and "Auld Lang

Sync." Not a note is missing, and the tone is clear and sweet.

In the china cabinet are pieces of cut glass and a "quail set" consisting of serving platter and dinner plates decorated with hand-painted birds. And there are tiny cut-glass gadgets on which to rest the blade of one's butter knife to protect the table cloth.

Dr. Hedges and his wife, who is his constant companion, were married 50 years ago last December.

The dentist has been a Mason for 54 years, and proudly wears

his 50-year Masonic pin in his lapel.

He still meets his patients in the same office, at the corner of Pike and Main, where he first started his dental practice in Cynthiana.

Strictly Cash

Through the years, he has conducted a strictly cash business. He makes no apologies for this, simply letting folks know if they haven't the money, they needn't come in. Under questioning, he admits that he has made a few exceptions to this rule. But, he says he has lost no more than \$500 from accounts in the more than 50 years he has practiced.

Dr. Hedges is proud of his possessions, and proud that he has taken such good care of them.

He unlocks a trunk in his fishing shed. He shows off his hand-made lures, the old brass reel handed down from an uncle. "One of the first reels ever made. My uncle bought it when they first came out. Hear how soft and even it ticks? Made with a goose quill."



Dr. Hedges is very proud of this old brass fishing reel, "one of the first reels ever made," and passed along to the Cynthiana dentist by an uncle.

10

Bowling Green, Kentucky
June 14, 1955

Dr. Felix Hedges
Cynthiana, Kentucky

Dear Sir:

I was very much interested in the article concerning you and your 1931 automobile which appeared in the Courier - Journal on Sunday, June 5th. However, I was more interested in the fishing reel which is shown in one of the pictures. You were quoted as saying that you were very proud of "this old brass fishing reel, one of the first reels ever made". It looks very much like the fishing reels made at one time by my Great-Grandfather between the dates of 1839 and 1904. His name was B. C. Milam and at first made reels for a man by the name of Meek at Frankfort, Kentucky but later bought out the business and continued to make the reels as B. C. Milam & Son. Every reel he made had the name "B. C. Milam" stamped on one end of it with the number of the reel which denoted its size.

If you can give me any information as to its history, if it is a B. C. Milam reel, I would be very grateful as I had one in my possession which was made in 1896 for my father and which is now in the Kentucky Museum here. He made both Brass and German Silver reels.

Very truly yours,

S. M. Stagg
623 East 13th Street
Bowling Green, Kentucky

DR. F. G. HEDGES

DENTIST

CYNTHIANA, KENTUCKY

June 16, 1955

Mr. Stanley M. Stagg,
623 E. 13Th. Street,
Bowling Green,
Ky.

Dear Sir:

Referring to your letter of recent date- The Brass Reel was known as the Kentucky Reel, and was made in Frankfort, Ky., by B. C. Milam in 1835.

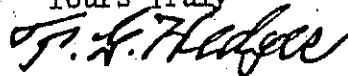
The Reel I have in my possession is a No. 2-Brass.

At one time I owned all- No. 1-2-3-&-4.

If you will write to Mr. Earl Wallace, commissioner of Fish & Game, Frankfort, Ky., to send you copy of Kentucky Happy Hunting Ground- edition of May 1946, this will give you a complete history of the Meek Milam Reels.

In the event, that he can not furnish you this iss , I will gladly send you mine if you promise to return it.

Yours Truly



Dr. F. G. Hedges.

Ln 2-12
approximate value; if given, Prizes,
Possible?

(15) Answering your appreciated request for ⁶⁰
our catalogue we take pleasure in enclosing
a copy. *See item 6 you*

You will see that we have been making
reels here at Frankfort, Kentucky, since 1839,
seventy eight years. They have been awarded many
prizes and medals for excellence. Concentration
upon this one item of the fisherman's outfit
has made it the standard.

They vary in size from #1 to #9 and in
price from \$6.00 to \$40.00. A reel suitable
for any kind of fishing.

It might be added that #3 is the size
that is generally purchased because it can be
utilized from trout to lake.

We were pleased to get this inquiry from ¹¹
~~you and thank you for the interest shown and~~
hope to hear from you again soon.

Start

End

Co.

Dis.

Cons.

20-1

Follow

Follow

Long

Short

Other

...the original ball casting reel. These
...for ball casting here in Ken-
...in 1839, and all until living casting
...and today are made after the pattern of
...originals.

They are used all over the world, for
...and rational first prizes and medals have been
...awarded them. Steel that was made 75 years ago
...is in perfect order today.

...in a ball casting reel, both
...and durability. A reel that
...is not well made will not stand the strain that
...is necessary for this work. They are made of
...the cast material, and each part fitted accurately
...to place and the steel portions tapered to the
...by hardened steel bands and the wheels hardened by
...hammering. All these things must be combined with
...the finest and most perfect workmanship. Behind
...our reels are 75 years of experience and an ap-
...propriate guarantee. \$21.00 is the price of the
...reel we referred to on page 13.

Get this reel and it will last you the rest of
...your life.

Very truly yours,

Wm. B. ... Catalogue, Col. 12

See next page for typescript of the above letter.

13-10
Dear Sir:

On page 13, in the enclosed catalogue will be found a cut of the #3 "Milam" Reel, for bait casting. This reel is made of German silver has tempered [steel] pivots and pinion [click] and drag and handle. This particular reel is the one mostly used by casters. It holds from 80 to 100 yards of line and is suitable for any kind of fishing from trout to sea.

This is the original bait casting reel. These reels were made for bait casting here in Kentucky first in 1839, and all multiplying casting reel made today are made after the pattern of these originals.

They are used all over the world. Four international first prizes and medals have been awarded them. Reel that were made 75 years ago are in perfect order today.

You want in a bait casting reel smooth action, compactness, and durability. A reel that is not well made will not stand the strain that is necessary for this work. They must be made of the [best] material and each part fitted accurately to place and the steel portions tempered to the proper shade and the brass wheel hardened by hammering. All these things must be combined with the highest and most perfect workmanship. Behind our reels are 76 years of experience and an [absolute] guarantee. \$21.00 is the price of the 3 reel we referred you to on page 13.

Get this reel and it will last you the rest of your life.

Very truly yours,

starts,

Your letter of _____ answering ours of _____ has been received and we thank you for your prompt reply.

Your letter of ---- answering ours of ---- has been received and we take pleasure in writing you

Sta.
Elev.
Co.
Di.
C.C.
Falls
Lanc.
Dis.
Base.

We are always ready to please our customers, and beg to remind you that we are still at the old stand, ready to do anything we can for you.

Our relations have always been friendly and if occasion should arise we believe that you would say a good word for the Milam and if possible turn some business our way.

Close

You will find us ready at all times to do whatever lies within our power to promote your interest.

We are pleased to get this inquiry from you and will be glad *have an order or* to give you any further information that you may desire.

Please accept our thanks for your kind and thoughtful letter and remember that we are still at the old stand ready to do anything we can for you.

We were pleased to receive this order and hope to hear from you again before the season ends.

We were pleased to receive this order and hope you will derive much pleasure from the sale.

and hope the use of the seal will afford you much pleasure

over

with assurance of regard,
we remain,

with every good wish -

assuring you of our appre-

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We have your--- of---requesting that we send you our catalogue and we take pleasure in mailing you one today.

You will find from the catalogue that we make a reel for any kind of fishing, make them in nine sizes, from #1 to #9, and diameter from 1 5/8" to 3 1/2", but all are of one grade, hand made and of the best material and workmanship. The prices named are not and vary according to the material and attachments.

We were pleased to get this inquiry from you and if you desire any more information regarding any particular size for a certain kind of fishing write us and we will be glad to answer fully.

Yours of requesting that we send you one of our catalogues has been received and we take pleasure in mailing you one today.

You will find from the catalogue that we make a reel for every kind of fishing, ~~nine sizes~~, but all ~~XXXXXXXXXX~~ of one grade, hand made.

The prices named are net and vary according to material and attachments.

We were pleased to get this inquiry from you and will be glad to answer fully if you desire any further information.

Answering your request for our catalogue we take pleasure in enclosing you one herewith.

We were pleased to get this inquiry from you and will be glad to ~~write you~~ ^{answer} fully if you desire any further information.

Thanking you and hoping to have an order which shall have our best attention we remain,

We assure you that we have always given you the benefit of the very best discount we could afford, and the extreme price made to any one, and would be glad to allow you a better discount if we could make the same reel for less money.

We are still making our reels by hand and keeping them up to the old standard, and to do this we must use the best material and highest class workmanship, and these cannot be procured cheaply.

Although our reel, made as it is, cannot bear as big a discount as one made more rapidly and in a way that costs less, in the end it is cheaper to the purchaser, and thereby redounds to the good of the dealer selling it, because of its durability, freedom from breakage, and constant satisfaction derived from its use.

Our relations have always been friendly and if occasion should arise we believe that you would say a good word for the "Milan", and if possible turn some business our way.

If at any time we have anything new we will be glad to write you, and you will at all times find us ready to do whatever lies within our power to promote your interest.

These prices are net as we cannot allow a discount to an individual. We can do this however, in a new location where we have no dealer we can appoint an agent and allow him a discount of 10% and 5% for cash for a first order of 1/4 dozen reels (3 reels), and further if you order these reels singly the price for each will be net and when you have purchased three reels we will rebate you the 15 & 5% on the lot.

We quote you our best discount to jobbers: 20% from list and 5% for cash 10 days for less than one dozen reels, for one dozen reels 25% and 3% for cash. If you purchase as many as 12 reels by December 31st, 1910 we will rebate you the difference between 20 & 5% and 25 & 3% on the entire lot of 12.

Overhauling, readjusting, cleaning, oiling.

We went over it in every part, readjusted, took up all wear, etc etc. and did all that was necessary as directed by you in your letter of---

We assure you the charges were not large for the amount of work we did on the reel.

We are sorry that you feel that the cost of repairs is high, but if you will consider the condition the reel was in when you sent it to us, its present condition, and the time it has been in use we believe that you will agree with us that such is not the case.

3

We have your letter of ---stating that you have one of our reels needing repairs and asking what the cost will be to put it in order.

As the cost of repairs depends entirely upon the condition of the reel we will not be able to give you an estimate until after we make an examination.

If you will send the reel to us we will take pleasure in looking over it carefully and writing you fully before doing anything to it.
Very truly yours,

Your letter stating that you had sent us your reel for repairs has been received, and we take pleasure in writing to say that the reel has also arrived.

We have made a careful examination and find that the cost to put in proper condition will be as follows:

-----	\$.--
-----	\$.--
-----	\$.--
	\$.000

The reel will be ready to ship by next Saturday, August 14th.

As we cannot profitably open book accounts for a \$2.50 item, may we not have your check to cover this small charge by the time named above?

Thanking you in advance we remain,
Very truly yours,

over

Answering your letter of -- relating
to your reel will I say that
we cannot advise anything until
after we make an examination.

If you will send us the
reel we will go over it care-
fully and write you.

We have your letter of February 26th relating to re-
pairing your reel which you have had 25 or 30 years.
We do not think there is any doubt about being able to
repair it but ~~will~~ will not be able to tell anything definite
until after we have made an examination.

If you will send the reel to us we will take pleasure in
looking over it carefully and writing you fully before doing
anything to it.

Very truly yours,

Dear Sir:-

Here is why we think the Milam, Frankfort, Kentucky, Reel is entitled to your consideration.

We began manufacturing reels in the year 1839 and we have been at it ever since.

We haven't worked up any side lines, but have devoted our exclusive attention to making our reels standards of excellence.

We have been successful. We have made a reel that is famous all over the civilized world and very much imitated today.

The Milam Reel is light, compact, simple and powerful in make-up. It will stand the wear and tear.

It is hand made throughout of the best material. It is made by fishermen for fishermen.

It is a combined multiplying and click reel. It is equally available for fly or bait fishing.

It is perfectly fitted, delicately adjusted and free from friction of its moving parts.

It has been awarded four International first prizes and Medals, two home, two foreign.

Its value never decreases, it as fixed as a diamond.

Milam reels made seventy years ago are being used every season now and their owners would not part with them.

We want you to have the best reel made.

''

''

Follow

Follow

Leaving
P.O.

Down

hers.

ject:

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[Encl.] 22

We mailed you our catalogue a few days ago, but we have not heard from you as to whether or not you received it.

What kind of fishing do you wish to do?

We make these reels for all kind of fishing, in nine sizes from 1 to 9 and in diameter from 1 5/8" to 3 1/2" and we think one of those sizes will answer your requirements.

First follow letter. In this put a copy of the Jefferson poem.

About _____ ago we had the pleasure of mailing you one of our catalogues in reply to your request for a copy.

We have been wondering if you received it and if you obtained all the information desired.

Although we have endeavored to make our catalogue as comprehensive as possible, we realize that there may be a number of things concerning which you would like more information, and if you will advise us of your requirements we will be very glad to go into the fullest possible details.

We have spent over seventy years perfecting our reels and know that nothing better can be produced.

We await your further inquiry which shall have our best attention.
Very truly yours,

While we do not wish to appear unduly urgent in bringing our wares to your attention, we cannot but feel that your inquiry for our printed matter must have been prompted by a reasonable interest in our line, and in view of the fact that we have not been favored with any orders from you, we are forced to believe that we have failed to furnish the information you desired.

Although we have endeavored to make our catalogs as comprehensive as possible, we appreciate their shortcomings and realize that there may be a number of things concerning which you would like more information, and if you will advise us as to your requirements we shall be very glad to go into the fullest possible details.

We have spent seventy years perfecting our reels and know positively that nothing better can be produced.

Await your further inquiry which shall have our best attention,
we remain,

113

Perhaps you might be interested in the "Special #3" we are making this season. This reel is made of brass with German silver trimmings, and the material and workmanship, like that used in the production of all "Milam" reels, are of the best. We enclose you a circular that describes this reel more fully.

We will be very glad to hear from you again and have your order, which shall have our best attention, or give you any further information desired.

While you are thinking about the reel question did it ever occur to you that when you buy a "Milam" Reel that you are making an investment? Say you pay \$20.00 for a #3 reel you have something that will always bring you from \$12.00 to \$15.00 in cash, ring this as long as you live, no matter how old a "Milam" Reel is it will bring nearly as much second hand as when new, and the length of time you use it does not decrease its value in the least. Then—when you buy a \$20.00 "Milam" Reel you are really out in cash about \$5.00, you have the balance that can be turned into cash at any time.

In addition to this ready asset you have a reel that will never get out of order, a reel that will be ready for hard work at any time, will never fail you at the critical moment, a reel that is a pleasure to handle no matter if on the creek bank for a long cast or if taken out on some cold wintry evening to examine and prepare mentally for next spring, you will have a reel that will grow nearer to you the longer you use it, will become a friend as only one's horse or dog can become a friend, a companion of long fishing trips in the deep wood, a friend who understands you and who you understand.

These reels are hand made and the individuality of the maker enters into each one—absolute care is taken with each part—each piece is fitted into the exact place where it is to work—each particle of material is examined minutely before being used and when, finally accepted it goes to make up an article as near indestructible as human hands can make. Mr. B.C. Milam under the firm name first of J.F. Meek & Co., then Meek & Milam, then B.C. Milam, then B.C. Milam & Son has been making this reel right here in the same place for over sixty years and today puts the experience of all these long years into each reel turned out. When you buy a "Milam" Reel you buy all that near a century of research and practise can put into such an article. We sent you our catalogue some time since and will be glad to hear from you with an order or to give any further information that you may wish.

44

X15-

Dear Sir:-

Here is why we think the Milam, Frankfort, Kentucky, Reel is entitled to your consideration.

We began manufacturing reels in the year 1839 and we have been at it ever since.

We haven't worked up any side lines; but have devoted our exclusive attention to making our reels standards of excellence.

We have been successful. We have made a reel that is famous all over the civilized world and very much imitated today.

The Milam Reel is light, compact, simple and powerful in make-up. It will stand the wear and tear.

It is hand made throughout of the best material. It is made by fishermen for fishermen.

It is a combined multiplying and click reel. It is equally available for fly or bait fishing.

It is perfectly fitted, delicately adjusted and free from friction of its moving parts.

We want you to have the best reel made. We want to give you all the information we can. We have been sending you communications now an then and want to know how you stand on the reel question.

Will you please fill out the enclosed stamped postal card and mail to us.

We thank you in advance and hope for a favorable reply,
Very truly,

B. C. Milam & Son.

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J 11

Wash list of John W. Milam.

Date _____

- Top shirts-----
- Union suits-----
- Socks-----
- Collars-----
- Handkerchiefs-----
- Sheets-----
- Pillow cases-----
- Basket cover-----
- Towels-----
- Pajamas-----
- Aprons-----
- Washrags-----

Vesties

Wash list of John W. Milam

Date _____

- Top shirts-----
- Union suits-----
- Socks-----
- Collars-----
- Handkerchiefs-----
- Sheets-----
- Pillow cases-----
- Basket cover-----
- Towels-----
- Pajamas-----
- Aprons-----
- Washrags-----

Vesties

[7-26]

We thank you for your letter of _____ stating that you sent us check
on-----for -----to settle our bill of -----same being an answer to
ours of-----

We have given you proper credit and ask you to pardon us for the
oversight which caused you the trouble of looking up this matter.
With regards we remain,

We have received your letter of _____ answering ours of _____ and prize it not only because of your prompt reply but for the good words you say about our reels.

In these practical times one has a feeling away beyond business satisfaction when he gets such a letter as yours.

We do now, and always have, put in each reel we make the very best that is in us, and to know that this labor is not only bearing fruit, but that it is appreciated, is a great reward for our efforts.

Please accept our thanks for your kind and thoughtful letter, and remember that we are still at the old stand ready to do anything we can for you.

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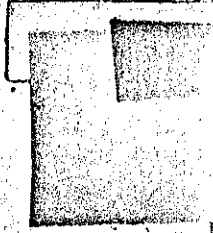
Ren

tin

On looking over our books we are surprised to note that we have not received any orders from you for over a year, and we would esteem it a favor if you will kindly let us know whether this is due to any dissatisfaction on your part, or whether you have not been in a position to put any business our way.

We are always anxious to please our customers, and beg to remind you that we are still at the old stand, ready to do anything we can for you.

Thanking you in advance and awaiting your kind reply, we remain,
Very truly yours,



Kindly
bring your attention

[P. 2] 29
This Account has no doubt escaped your notice. Please favor us with a remittance in the course of a few days.

SECOND REQUEST.

We have again to remind you of this Account, which is much overdue, and must ask you for a settlement by return mail.

THIRD REQUEST.

Again reminding you of the above account, which is now much overdue. Please make immediate settlement and save further expense and unpleasantness.

FINAL NOTICE.

Several applications have been made for this Account, and unless it is paid before

it will be placed in the hands of an Attorney to be dealt with.

GOODS ON THIS PAGE SENT

Gentlemen:

Enclosed herewith we hand you check for \$_____ in settlement of invoices as follows:

Sept -

\$_____

"

\$_____

Dec 9.

\$_____

STM
GCS-1451

STM
GCS-1451

I want to extend to you my sincere sympathy in your hour of bereavement.

No words that I can write, no words that any of your friends can speak will have power to soften the pain of the sorrow that you are now feeling. Only time can do this, HAM God in his everlasting mercy will give you strength ~~XXXXXXXX~~ for the present, and hope for the future.

Sincerely yours,