

# United States Patent Office

695,582  
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## PRINCIPAL REGISTER Trademark

Ser. No. 48,473, filed Mar. 26, 1958



General Merchandise Co. (Wisconsin corporation)  
207 N. Milwaukee St.  
Milwaukee, Wis.

For: FISHING TACKLE AND EQUIPMENT—  
NAMELY, FISHERMEN'S FLY RODS, CASTING  
RODS, FISHHOOKS, FISH LINES, FISHERMEN'S  
FLY ASSORTMENTS, FISHING LURES, LEADERS,  
REELS, LANDING NETS, FISHING NETS, CREELS,  
AND FISH STRINGERS; AND ARCHERY EQUIP-  
MENT—NAMELY, QUIVERS, ARROWS, FINGER  
GUARDS, AND TARGETS—in CLASS 22.

First use Feb. 6, 1958; in commerce Feb. 6, 1958.