

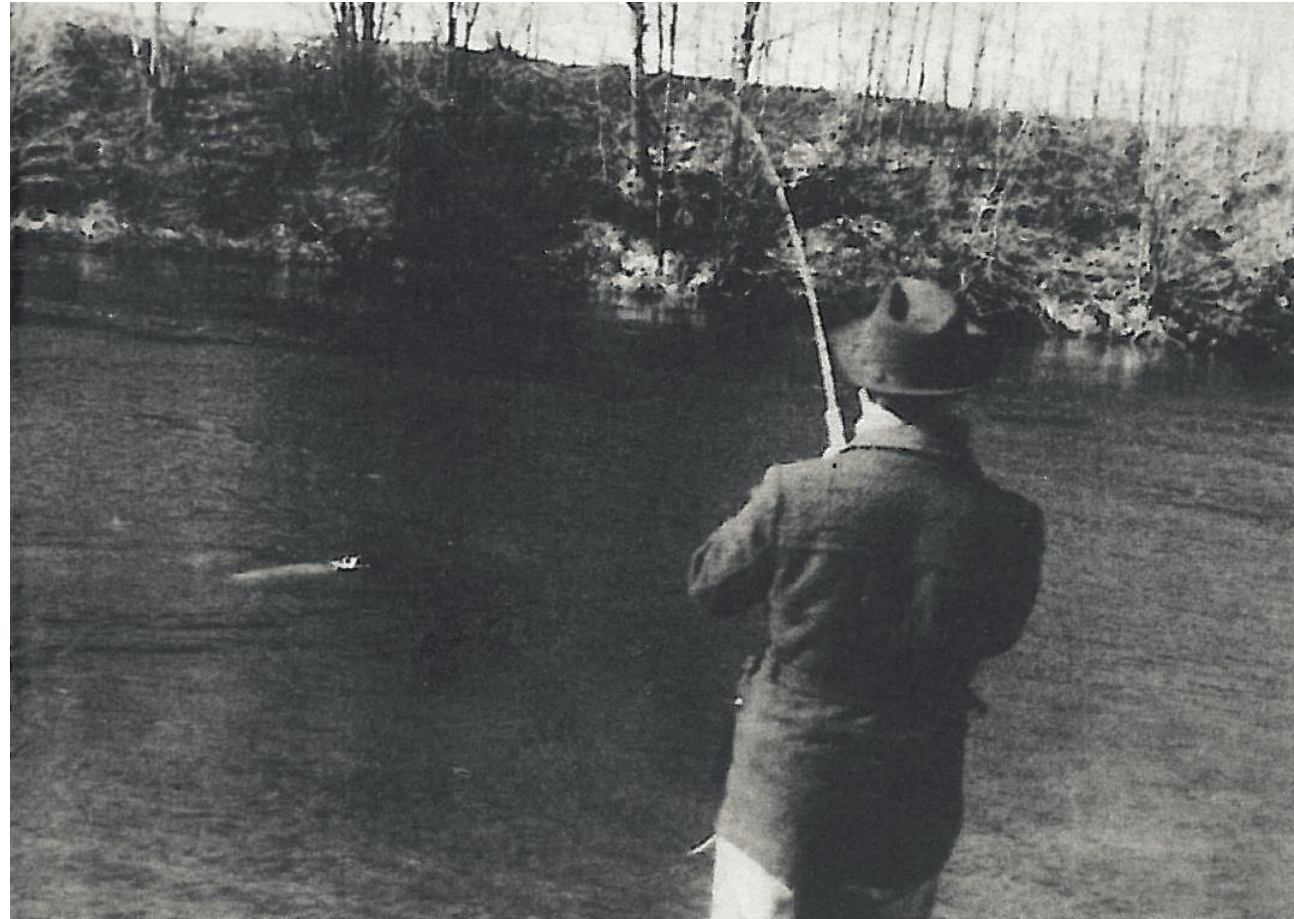


Napp och nytt 1948 The fishing in the river Mörrum

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It is no coincidence that Sweden's leading industry for the manufacture of angling equipment originated right on the shores of the river Mörrum. Here flows one of Europe's most notable sportfishing waters, and the AB-Ur fabriken's designers can therefore draw their inspiration from just outside the factory building.

The river Mörrum does not belong to Sweden's larger rivers, but it nevertheless makes a powerful impression, where it foams through the beautiful landscape. Sometimes it flows tranquilly, so that the beeches, oaks and birches can reflect in its water and the salmon can rest on their amorous journey up the rapids. At the outlet into the sea it becomes broad and of full.





Along its entire course, forests and fields alternate with idyllic farms and picturesque communities, small and large. The Mörrum river cuts right through one of our country's most beautiful landscapes with a cheerful and hospitable population.

Salmon fishing has been conducted on the river since times immemorial. There are many tales and traditions in the countryside's life and annals, associated with salmon. Even today, the beginning of spring fishing is celebrated as a feast for the entire region, and many thousands of spectators gather on May 11 at the banks to see the draw of the seine and the first salmon, which according to old custom is handed over to the pastor in Mörrum.

The best fishing water, the stretch along Mörrum and down to the sea, is now owned by the Crown, which itself conducts the salmon fishing and lends the water to anglers. The Crown's fishing in the rapids right in the middle of the village of Mörrum is a major tourist attraction. The fish are collected during when swimming upriver in some backwater, where they are caught with an ordinary net. Sometimes the box at the catch site can contain 15 to 20 blank salmon of about 10 kilos each - a sight for the fish gods.



For the anglers, the crown's water at Mörrum has been divided into 16 sections - so-called 'lots'. Angling starts on April 16. Every fisherman who has the good fortune to be able to buy a fishing license is given a specific lot. It also happens that all fishermen rent the entire distance with friends and thus are able to fish everywhere. Most anglers fish with a spinning rod, and spin fishing usually results in the biggest catches. For fly fishing, a few lots are reserved which are especially good for this type of angling.

Of the types of lures produced by the AB-Urfabriken, the vast majority are suitable for salmon fishing. In general, such a lure is required to run fairly deep and slowly without losing its movements. Sometimes, however, the salmon swim more to the surface and then one must have lures that develop their best qualities higher up in the water. The assortment provided by the AB-Urfabriken fulfills every conceivable wish.

As to the spinning rod, this should not be too short. It is necessary to be able to lift the salmon's head out of the water at the end of the battle in order to land it. Here, the long two-handed fly rod has a large advantage over the spinning rod. Of course, this should also not be too light, given the heavy,



powerful and combative giants the fishing is aimed at. The spinning reel, finally, is chosen with regard to the type of line you want to fish with. If you choose the slim Damyl or nylon mono line, which undoubtedly fishes better, then you can also use a multiplier reel, which automatically absorbs both the high speed of the cast itself and the fast runs of the fish. For this we recommend the Record 2100 B, which is new for this season. It has a larger drum and thus can hold more line.

If you have a stronger line and a heavier rod suited for this line gauge, you may do best to choose a reel with a level wind - for example the Record 2000. The new Record Super 2500 combines the best features of the aforementioned reel types, and has a design which rightly claims the level of universal reel.



The catch in the river Mörrum must be handled in a good fishing manner and as soon as possible it must be handed over to the Crown, represented by fishing master Gunnar Johansson in the village of Mörrum. The fishermen can then buy their catch at a reduced price. In Mörrum, the Crown carries out the hatching of salmon- and seatrout larvae on a large scale and the fishing management of the river is exemplary. Mörrum not only provides delicious fresh and smoked salmon, largely caught by anglers, but also aims at a better use of the rich possibilities a generous nature provides to our waters. ■

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