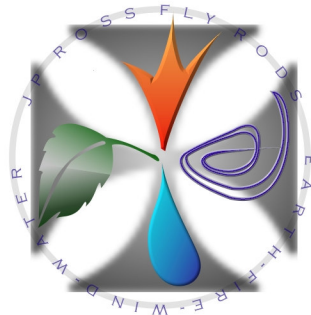




JP ROSS FLY RODS
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What is the significance of the Celtic Cross?

Through the years, an issue has been brought up about our insignia. What is the deal with the Celtic Cross anyways? Why did we choose it as our logo, and why is it so important to us?

The truth to the matter is that the Celtic Cross has many interesting histories, some of which can be viewed on our web site, but the most important history is that of the Celts. The history of the cross dates much farther back than that of the last 100 years. The Celtic Cross, or Cross Pattee as known to the history buffs, was a symbol used on maps, significant statues, and on jewelry. The cross was a symbol of the essence of life. Any equal armed cross is a symbol of the four corners of the earth, and hence was used on many maps as a symbol for direction. The Celts altered the equal armed cross to what you see above. Its out stretched arms stand for the elements of life. Earth, Fire, Air, and Water. The purpose of the arms stretching out is to signify that all these powers come from some central point. The center could mean the center of existence, the center of faith, or just the understanding that all things can eventually be simplified to one central point. Our central point is that we love being on the water. We at JP Ross chose this logo because it had significance. We could choose to have a fly as a logo, a rain drop, or a swoosh, but we did not choose something so boring, or simple. There is a lot of thought that goes into our product. Our fly rod is made of carbon that comes from the earth which in turn is fired in an oven to get its strength and rigidity. The carbon blank is then appointed with beautiful woods and fine cork, both items that only with the nourishment of light, water and clean air can grow. All these elements come together with the whisper of fly line singing through the air. This is why our Cross is significant. This is why we choose it as our logo, and this is why it is so important to us. We want you to be proud to sell our product, knowing that the people here are proud to build them on the second floor of a brick mill in Central New York. Every rod is individual and unique, just like you. JP Ross is not in the game of making the same thing over and over. We are in the game of making fly anglers happy, one at a time. So the next time someone asks about the Cross, you can tell them it has meaning. Choose whatever story you wish, but make sure you make it clear that we love making fly rods.

Thank you for a great year,

Jordan P. Ross