Introductory

In presenting our new 1939 catalog, we are appreciative of the patronage that salt water anglers everywhere have extended us.

This year we are offering a completely new line, possessing many revolutionary features. There are seven sizes of the Senator for game fish trolling, new surf casting and squidding reels; three new models for bottom fishing, and six new numbers for light tackle fishing, the greatest advance in the history of salt water fishing.

The fact, that the craftsmen in our factory, the men who design and make PENN Reels are also experienced fishermen, means much to anglers who demand much.

As fishermen we wish you the greatest of catches for 1939. As manufacturers we believe the use of PENN Reels will go a long way to attain that end.

Cordially,

PENN Fishing Tackle Mfg. Co.

Alto Menzel
President

The Penn Guarantee

We manufacture nothing else but salt water reels and, therefore, we are able to give our undivided attention to our product. Only the best suited of materials are selected to produce our brand and every part is made in our own factory under our own rigid supervision. This enables us to guarantee our reels against defects in material and workmanship, and we stand back of every PENN Reel to perform exactly as promised.

PENN FISHING TACKLE MFG. CO., Philadelphia, Pa.

Prices quoted herein apply to United States only—subject to change without notice.
CONSTRUCTION OF PENN FISHING REELS

DETAILS OF CONSTRUCTION

Penn Salt Water Reels are built to fulfill perfectly the requirements of all styles of salt water fishing. Many patented improvements are built into these reels to give the angler complete satisfaction. Our Take Apart feature, Free Spool Clutch, powerful Star Drag, handle screw Locking Device, No-Strip Gears and One Shot Lubrication are just a few of the outstanding features of Penn Reels. We specialize in the manufacturing of salt water reels and our aim at all times is to produce the most perfect brand of reels at the lowest possible price.

TAKE APART CONSTRUCTION

By means of our very rugged Take Apart device, our reels with this feature can easily be taken apart for cleaning. Unscrew knurled thumbscrew (A), turn front plate slightly to the left and pull away from the reel frame. Reverse operations for assembling.

FREE SPOOL CLUTCH

Patent No. 1952756—March 27, 1934

We employ our patented Free Spool Clutch to engage gear train. The free spool Snap lever is conveniently located on rim and enables the fisherman to throw the reel into free spool or apply the drag instantly and without danger, as the gears always remain in mesh and cannot strip.

Free spool Snap lever (A) locked in its extreme end positions by stainless steel spring (C). Eccentric (B) operates jack (D), which raises or lowers spring pressed clutch yoke (E), which in turn engages or disengages pinion (F) with spool.

DIRECTIONS FOR ASSEMBLING

After re-assembling Star Drag mechanism, (see page 3) place gear bridge (G) in position (1) as indicated by dotted line (slightly turned to the left for replacing ratchet pawl and spring). Grip plate with your left hand and with your thumb press gear bridge against plate. Insert bridge screw (H—long threaded) into plate hole and replace ratchet pawl (I) and pawl spring (J). Then without releasing pressure move gear bridge to the right into position (2) and tighten bridge screws (H) and a clutch yoke guide screws (K—short threaded).

OILING SYSTEM

Patent No. 1952756

Greatest care is taken in the construction of our oiling system. All our reels are equipped with dustproof and waterproof lubricating nipples on the outside, from which by means of an intricate system of oil channels, the lubricant is forced under reservoirs provide for complete safety. One tube of spindle oil and one tube of gear grease is furnished with every reel it is an easy matter to thoroughly lubricate the reel. Simply insert the spout of the tube into the sealing lubricating nipples and by squeezing the collapsible tube the lubricant is forced under pressure to the bearings and gears. This Penn oiling system eliminates all guess-work in lubricating and safeguards good performance and long life of the reel.

CONVERTIBLE STAR DRAG

(Patent Pending)

The star drag reel has certain disadvantages in operation requiring shifting the reel in and out of gear to adjust the line to fishing conditions. This continuous shifting of the free spool lever is not only cumbersome as fish frequently strike when the reel is in free spool, thus fish are lost in attempting to set the hook with a slipping wet spool.

To remedy this condition we have developed our Convertible Star Drag (Patent Pending) whereby the drag can be instantly thrown off, converting the drag reel into the conventional free spool type. Now the line can be adjusted without the necessity of shifting the free spool lever, yet the drag can be engaged immediately when needed to play the fish.
CONSTRUCTION OF PENN FISHING REELS

DRIVING GEARS

All Penn reels with reinforced end plates are equipped with hardened steel driving gears and pinions made of very tough stainless steel. These gears will stand up under hardest conditions and are guaranteed for the lifetime of the reel.

In some of our low priced reels, the gears are made of bronze and practically never wear out when properly lubricated.

The driving gears in Penn reels can be greased from the outside through a waterproof grease nipple located on the gear cover plate. A tube with gear grease is furnished with every Penn reel. For instructions see pages 3 and 30.

HANDLE-SCREW SAFETY LOCK

Prevents handle from working loose. The special shaped handle-screw (A) is equipped with grooves, into which a small lock-screw (B) is fitted. To take off handle, remove lock-screw (B) and unscrew handle-screw (A). When reassembling be sure that handle-screw is absolutely tight before replacing lock-screw (B). A special handle-screw wrench is packed with the reel. The handle-screw is equipped with a ball oiler to provide for lubricating of gear stud.

BALL BEARING SPOOLS

In some of our casting reels, the spool is mounted in precision built ball bearings. This improves greatly the casting ability of the reel, as there is no bearing equal to the frictionless ball bearing. These bearings are sealed in waterproof housings and never wear out. Care should be taken to keep the bearings dry and well oiled, as salt water is very injurious to metals.

LIGHT WEIGHT SPOOLS

Our light weight spools are made of molded baleite, the weight of which is only one-sixth the weight of metal. In addition these spools are saltwater proof and give the line better protection as there is no metal to come in contact with the line. The winding arbor of these spools is of greater diameter and it is not necessary to build up the spool with lube line, thereby adding undesirable weight to the spool, which only cuts down the casting ability of the reel. This is of greatest importance, as the lighter spool improves the casting and reduces the danger of backlashes.

THE CASTING ABILITY OF FISHING REELS

In casting, the sinker or squid has to sacrifice part of its high-speed velocity in order to rotate the spool. This inevitably cuts down the speed of the cast, and thereby the casting distance. The actual amount of power consumed by the spool for gaining momentum is relative to the combination of the weight of the spool, the weight of the line, and the diameter of the spool, plus any excessive friction in bearings. Considering this, it is easily understood that a light weight spool of small diameter, well balanced and running in frictionless bearings will give the best results in casting. (See our Penn Squidder on page 7.)

PENN "SYNCHRONIZED" SPOOL

Numerous anti-backlash devices have been tried for many years. They are of the mechanical brake type that tend to retard the casting ability of the reel and on account of the moving parts are apt to get out of order quickly.

The Penn Spool "Air-Brake" (Patent Pending) is the most forward step in reel construction since the advent of the star drag. Over running of the spool and consequent backlash are reduced by synchronizing the spool speed with that of the sinker or squid. No moving parts or projections and no friction to impede the flying start of the spool. Details of construction below.

CONSTRUCTION OF PENN "AIR BRAKE"
(Patent Pending)

The inside of the spool bell is equipped with the fan blades (B) (see illustration). Opposite these fan blades are the air chambers (A). In casting, when the spool is rotating at too high a speed, the air pressure which is caught in the air chambers (A) acts as a brake against the rotating spool, which results in cutting down the speed of the spool sufficiently to prevent over-running and the consequent backlash. As this air pressure is in direct relation to the revolutions of the spool, the braking effect diminishes with the spool loosening speed, therefore allowing a free travel of the line to the very end of the cast.

CASTING WITH "SYNCHRONIZED" SPOOL

Cast as usual. Put reel in free spool, hold line with your thumb, cast and release spool. As soon as the sinker is off to a flying start, hold your thumb only very lightly against the spool to be able to stop the spool instantly as soon as your bait is over the desired spot or the sinker hits the water. The light weight spool will get off to a flying start and is very sensitive to thumbing. However, it is important to wind the line tight and evenly on the spool as a loose line will dig in and cause backlashes. A good practice is to wind the last few turns crosswise from end to end on the spool. A new line is very stiff and sticky and requires a few days using to get good results in casting.

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY
SURF CASTING and SQUIDDING

THE CALL OF THE SURF

Surfcasting is to the salt water fisherman what fly casting is to the fresh water angler. It is a healthful, sporty way to take fish. The hours spent tramping the wide beach, casting your bait far out into the mysterious ever pounding surf and never to be sure what might hit your lure; the exciting feel of the strike, the anxious moments of the fight and successful landing of the fish are thrills that bring the keenest enjoyment to the fisherman’s heart.

Surf fishing requires a certain degree of expertise. Anyone can catch fish, when fish are plentiful, but the skilled angler will take more, and when fish are scarce it is the experienced angler who will get the fish.

Surf fishing tackle usually consists of a surf rod with a six to seven foot tip, mounted with one guide and a reversible tip top, fitted to a spring butt 30 to 42 inches long. The reel must be of the free spool multiplying type, preferably with the take apart feature and the star drag attachment. For distance casting a reel fitted with a light weight spool of small diameter is of great help. This type of reel also reduces the danger of backlashs. Lines used are about 200 yards of either nine or twelve thread linen line. A rod socket and a sand spike are necessary equipment.

In squidding the fisherman casts a metal squid or feather lure out into the slues or on the edges of the sandbar, retrieving it as in plug casting in fresh water. While surf casting tackle is good for squidding, the reel should be of speedy action with a gear ratio of 3 to 1.

SURF FISHING RIGS

NEW BALL BEARING SQUIDDING REEL

PENN “SQUIDDER”

NEW in DESIGN

FINEST IN CASTING REELS
Patent No. 1945593. Other patents pending.

WITH EXTRA SPOOL

No. 140—Cap. 200 yds. No. 9; Plate Diam. 2 3/4"; spool width 2 1/4"; weight 16 oz. $25.00
No. 140L—Left hand .................................................. 27.00


The Penn “Squidder” is the last word in reel design. It is a tournament casting reel built for fishing. It is the best money can buy. It has many new patented improvements which make it the outstanding reel of the year.

NEW Light Weight Spool of small diameter (weight 2 oz.). Less effort to get spool off to a flying start. No momentum to cause over running.

NEW Penn Spool “Air Brake” (patent pending). Not a mechanical brake. No friction on the spool. No moving parts to get out of order. Built into the reel and not an attachment.

NEW Large Diameter Spool Arbor. No need to build up spool with idle line and impair casting ability. Line can be fished to the last inch.

NEW Convertible Star Drag (patent pending). Reel can be converted with the flip of a lever. Fish with a free spool reel and fight the fish with a star drag reel. No annoying clicking noise when reeling in. No need to constantly shift gear lever.

NEW Ball Bearing Spool. No friction to overcome in casting. No burning out of bearings.

NEW Interchangeable Spool to carry an extra line. No need to lose precious fishing time.

See details of construction on pages 2 to 5.

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY
TAKE APART SQUIDDING REELS

SILVER BEACH

TAKE APART

SURF CASTING AND SQUIDDING REELS  
Patent Nos. 1940593-1952756

With and without Star Drag—Gear Ratio 3 to 1

No. 97—Star Drag—Plate Diameter 3"; spool width 2 1/4"; weight 21 oz...Price $10.00
No. 98—Free Spool—Plate Diameter 3"; spool width 2 1/4"; weight 20 oz...Price 8.00
Left hand model at extra cost of................................. 1.00
Extra spool for either model........................................ 1.00

The Silver Beach is designed for squidding and surf casting. The diameter of the spool is kept small and the frame widened to hold 200 yards of No. 12 line. This model is made with or without Star Drag. The gear ratio is 3 to 1 for fast action. Reel can easily be taken apart. An extra spool can be supplied with this reel to provide for the use of different size lines, or in case of a broken line or a bad tangle, the angler does not have to lose precious fishing time but only a minute to exchange spoons. Free spool Snap lever is conveniently located on rim and allows the angler to apply the drag instantly and without danger of stripping gears. The extra large handle is equipped with a locking device to provide against handle working loose. An attached rod clamp insures rigidity of the reel under all conditions. Side plates are reinforced with double metal bands and beautifully engraved. Frame of German-silver and chrome-plated. Details of construction on pages 2, 3 and 4.

PENN FISHING TACKLE MFG. CO., 159 W. Lehigh Ave., PHILADELPHIA, PA.
Page 8

TAKE APART SURF CASTING REEL

CORONADO

TAKE APART

SURF CASTING REEL  
Patent Nos. 1940593-1952756


The Coronado Take Apart is the ideal reel for surf casting, as the reel can easily be taken apart on the beach. (See page 2.) In surf fishing the reel might become sandlogged and would be useless for fishing. With our take-apart feature it only takes a minute to clean the reel and continue fishing. Also an extra spool can be supplied with this model to provide for the use of different size lines, or in the case of a broken line or a bad tangle, the angler does not have to lose precious fishing time but only a minute to exchange spoons. The Coronado is equipped with our powerful Star Drag (details on page 3), Free Spool Clutch and One Shot Lubrication. Frame is made of German-silver and chrome-plated.

Left hand model at extra cost of $1.00. Extra spool $1.00.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>No. of Reel</th>
<th>Line Capacity in Yds.</th>
<th>Gear Ratio</th>
<th>Plate Dia.</th>
<th>Spool Width</th>
<th>Weight of Reel</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 92—150 Yds.</td>
<td>350</td>
<td>150</td>
<td>125</td>
<td>2 1/4</td>
<td>1 1/4&quot;</td>
<td>17 1/2 oz.</td>
</tr>
<tr>
<td>No. 90—200 Yds.</td>
<td>375</td>
<td>200</td>
<td>190</td>
<td>2 1/4</td>
<td>1 1/4&quot;</td>
<td>19 oz.</td>
</tr>
<tr>
<td>No. 95—300 Yds.</td>
<td>450</td>
<td>300</td>
<td>225</td>
<td>2 1/4</td>
<td>2 1/4&quot;</td>
<td>20 1/2 oz.</td>
</tr>
</tbody>
</table>

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY  
Page 9
DEEP SEA BOTTOM FISHING

A GLORIOUS PASTIME

Of the many forms of salt water fishing, off shore bottom fishing or so-called deep sea fishing attracts by far the greatest number of sportsmen. Boats of all descriptions from row boats to the big party steamers take thousands of fishermen to offshore fishing grounds for a day's pleasure at very little expense. This kind of fishing is popular because the sport is not limited to seasons. As the water temperature changes, some species of fish will migrate and others appear, thus furnishing practically all the year round sport.

Effective guides take the fishermen off shore and anchor the boat at a likely spot, the so-called grounds. Here is where a variety of fish feed at the bottom, due to certain conditions of the ocean floor, which make these spots natural feeding grounds. Fishing is done by baiting the hook with natural bait and letting the bait sink to the bottom. For this reason a lead sinker of various weight, depending on the depth of the water and the tide running, is attached to the line.

A good bottom fishing outfit is inexpensive and consists of a short two-piece boat rod five to six feet in overall length, a multiplying salt water reel, 50 to 200 yards linen line of from 9 to 15 threads, snelled hooks, swivels and sinkers. Various natural baits are usually supplied by the party boats. Below are shown some commonly used bottom fishing rigs.

On the following pages are shown Deep Sea Reels designed for bottom fishing, especially for deep water fishing. These reels are made in one size only, but in three different styles to meet all requirements. The high gear ratio, providing for speedy action, and the oversize handle with torpedo grip will give the fisherman the utmost satisfaction and we highly recommend these specially designed bottom fishing reels as shown on pages 11, 12 and 13.

BOTTOM FISHING RIGS

DEEP SEA REEL

NEW in DESIGN

TRIPLE ACTION

NEW in ACTION

TWIN-LEVERED

STAR DRAG

DEEP SEA REEL

(Patents Pending)

No. 49—Star Drag—Plate Diameter 1 ½"; spool width 1 ½"; weight 26 oz. Price $10.00

No. 49L—Left Hand Model. ................................................................. Price $12.00


NEW high gear ratio—3½ to 1—for speedy action. 2½ feet of line to one turn of handle.

NEW oversize handle with torpedo grip for easier action. No bruised knuckles when reeling in.

NEW bakelite spool for better line protection and less weight. (See page 4).

NEW convertible star drag. This reel can be used either as a star drag reel or free spool reel at the will of the fisherman. (See page 3). Details of construction on pages 2 to 5.

DEEP LAKE TROLLING

We also recommend this reel highly for lake trolling, especially when using wire line, as the large diameter spool Arbor (1¾") prevents the kinking of the wire line. Wire line capacity: 300 feet.

LINEN LINE CAPACITY

No. 12—250 yds.; No. 15—200 yds.; No. 18—150 yds.

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY

Page 11
DEEP SEA BOTTOM FISHING REEL

PENN No. 149

FREE SPOOL
DEEP SEA REEL
(Patent Pending)

NEW in DESIGN

NEW in ACTION


No. 149—Free Spool—Plate Diameter 4 1/4"; spool width 1 7/8"; weight 24 oz.; Price $7.00

NEW in design, especially made for bottom fishing.
NEW high gear ratio—3 to 1—for speedy action. 2 feet of line to one turn of handle.
NEW oversize handle with torpedo grip for easier reeling. No bruised knuckles when reeling in.
NEW bakelite spool for better line protection and less weight.
For details of construction see pages 2 to 5.

DEEP LAKE TROLLING

We recommend this reel also for lake trolling, especially when using wire line, as due to the large diameter spool arbor (1 1/4") the kinking of the wire line is prevented. Wire line capacity: 300 feet.

LINEN LINE CAPACITY
No. 12—36 pound test, 250 yards
No. 15—45 pound test, 200 yards
No. 18—64 pound test, 150 yards


Page 12

DEEP SEA BOTTOM FISHING REEL

PENN No. 249

NEW in DESIGN

NEW in ACTION


No. 249—Triple Multiplying; Plate Diameter 4 1/8"; spool width 1 7/8"; weight 18 oz. Price $8.00

NEW in design, especially made for deep sea bottom fishing.
NEW in action, tripple multiplying for speedy reeling. 2 feet of line to one turn of handle.
NEW oversize handle for easier reeling.
NEW bakelite spool for better line protection and less weight.
We recommend this reel highly for deep sea bottom fishing for Sea Bass, Flounders, Croakers, Porgies, Codfish, etc.

DEEP LAKE TROLLING

This is an excellent reel for lake trolling, especially for using wire line. Wire line capacity: 300 feet.

LINEN LINE CAPACITY
No. 12—36 pound test, 250 yards
No. 15—45 pound test, 200 yards
No. 18—64 pound test, 150 yards

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY

Page 13
GAME FISH CASTING REEL

LONG BEACH DE LUXE

GAME FISH CASTING REEL
Patent Nos. 1940593-1952756


We recommend this reel for large game fish, when casting does not permit the use of a trolling reel. These reels are of small diameter and for greater line capacity the width of the spool is increased instead of the diameter. The top of the reel is left open for greater freedom in thumbling the spool when casting. Our patented free spool Snap lever provides for throwing the reel into free spool or applying the drag instantly. Gear ratio is 2 1/2 to 1 for speedy action. The Star Drag is designed to handle game fish. Frame is made of German-silver and chrome-plated. Working parts are phosphor-bronze and stainless-steel, 100 per cent saltwater proof. Our One Shot lubrication safeguards perfect performance. Details of construction on pages 2 to 4.

left hand models at extra cost of $1.00.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>No. and Size of Reel</th>
<th>Line Capacity in Yards</th>
<th>Plate Diam.</th>
<th>Spool Width</th>
<th>Weight of Reel</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>DL 60—250 Yds.</td>
<td>650</td>
<td>3 1/8&quot;</td>
<td>1 1/2&quot;</td>
<td>21 oz.</td>
<td>$10.00</td>
</tr>
<tr>
<td>DL 60—300 Yds.</td>
<td>450</td>
<td>3 1/8&quot;</td>
<td>1 1/2&quot;</td>
<td>22 oz.</td>
<td>$12.50</td>
</tr>
<tr>
<td>DL 60—400 Yds.</td>
<td>300</td>
<td>3 1/8&quot;</td>
<td>1 1/2&quot;</td>
<td>23 oz.</td>
<td>$15.00</td>
</tr>
</tbody>
</table>

PENN FISHING TACKLE MFG. CO., 159 W. Lehigh Ave., PHILADELPHIA, PA.

GAME FISH TROLLING

THE THRILL OF GAME FISHING

To battle the terrific rushes of a powerful game fish is the fulfillment of a lifetime dream of every fisherman, and will truly provide the angler with never-to-be-forgotten thrills. Whether it be Sailfish, Marlin, Tuna or Swordfish, the anxious moments of the strike, the hard give and take battle following, matching your strength and wits against the mad and untiring efforts of the fish trying to gain freedom; and finally, when you are ready to admit defeat, the successful boating of the fish all provide the angler with thrills not to be experienced in any other kind of fishing.

Much of the thrill of the sport is lost by not using proper and well balanced tackle for the species of game fish sought. The size of the line should be governed by the ethical codes of good sport fishing. The rod should be of the proper weight and length to be in accord with the line. The reel should only be large enough to hold the required length of the line. The length and size of the leader should be within reasonable bounds, and when using double line, the length of the double line must not exceed the length of the leader.

The suggestions in the tackle chart below are not made to put down any law, but solely governed by the ethics of good sportsmanship and to deliver the utmost thrill in this sport. The tackle specifications in this chart are not intended to conflict with any existing rules of fishing clubs nor to belittle the spirit of the ultra light tackle enthusiasm.

BALANCED TACKLE FOR GAME FISH TROLLING

<table>
<thead>
<tr>
<th>Size of Reel</th>
<th>Size of Line Capacity of Reel</th>
<th>Weight of Tip</th>
<th>Species of Fish</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 0</td>
<td>300 Yds. No. 15</td>
<td>10 oz.</td>
<td>Bluefish, Bonita, Small School Tuna, Albacore, Dolphin, Sailfish up to 50 lbs.</td>
</tr>
<tr>
<td>6 0</td>
<td>400 Yds. No. 18</td>
<td>12 oz.</td>
<td>Sailfish, Tarpon, School Tuna, Marlin, Wahoo and others from 25 to 100 lbs.</td>
</tr>
<tr>
<td>9 0</td>
<td>500 Yds. No. 21</td>
<td>14 oz.</td>
<td>White Marlin, Tuna, Swordfish, Tarpon and others from 30 to 200 lbs.</td>
</tr>
<tr>
<td>10 0</td>
<td>600 Yds. No. 24</td>
<td>15 oz.</td>
<td>Striped, Black and Blue Marlin, Tuna, Swordfish and others from 100 to 300 lbs.</td>
</tr>
<tr>
<td>12 0</td>
<td>600 Yds. No. 30</td>
<td>22 oz.</td>
<td>Black, Blue and Striped Marlin, Tuna, Broadbill, Swordfish from 300 lbs. up.</td>
</tr>
<tr>
<td>14 0</td>
<td>600 Yds. No. 54</td>
<td>30 oz.</td>
<td>All game fish of more than 400 lbs. when fishing under difficult conditions</td>
</tr>
<tr>
<td>16 0</td>
<td>800 Yds. No. 54</td>
<td>30 oz.</td>
<td>All game fish of more than 400 lbs. when fishing in extremely deep water</td>
</tr>
</tbody>
</table>

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY

Page 15
The Standard Big Game Fish Reel
Within Everybody's Reach
Pat. Dec. 19, 1933—March 27, 1934

To the Senator belongs the distinction of bringing game fish trolling within the means of the average fisherman. Heretofore, the high cost of reels had prevented thousands from enjoying this major fishing sport. Today Senator reels are standard on charter boats everywhere and the choice of game fish trolling anglers.

Especially designed for game fish trolling, these reels are made in seven sizes to meet all requirements. All models are equipped with harness lugs and rod clamps, forward rod brace on 10/0 and 12/0 sizes. Both rod and butt braces on 14/0 and 16/0 sizes. (See illustration.) The spools on the 14/0 and 16/0 models run in ball bearings. All reels are equipped with our patented Free-spool clutch and can be thrown into free spool or drag instantly and without danger of stripping gears. (Details on page 2.) The powerful drag consists of automobile brake lining which cannot burn up, and the brake drum is safeguarded against freezing by an oilless bearing. (Construction of drag on page 18.) Double multiplying gears consisting of a hardened steel driving gear and stainless steel pinion. Handles are fitted with our powerful torpedo grip. Frames of German-silver, chromium-plated. Patented One Shot lubrication (illustration on page 3) combined with the built-in oil reservoirs safeguard perfect performance and prevent freezing of the reel. (See our testing device on page 32.)

Details of construction on pages 2, 3, 4 and 18.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>No. of Reel</th>
<th>Size of Reel</th>
<th>Style of Trolling</th>
<th>Plate Diam.</th>
<th>Spool Width</th>
<th>Weight of Reel</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 113</td>
<td>4/0</td>
<td>Light</td>
<td>31/2&quot;</td>
<td>2 1/4&quot;</td>
<td>1 1/4 lbs</td>
<td>$15.50</td>
</tr>
<tr>
<td>No. 114</td>
<td>6/0</td>
<td>Light</td>
<td>43/4&quot;</td>
<td>3 1/4&quot;</td>
<td>3 lbs</td>
<td>23.50</td>
</tr>
<tr>
<td>No. 115</td>
<td>9/0</td>
<td>Medium</td>
<td>51/4&quot;</td>
<td>3 1/2&quot;</td>
<td>3 1/4 lbs</td>
<td>29.00</td>
</tr>
<tr>
<td>No. 116A</td>
<td>10/0</td>
<td>Std. Heavy</td>
<td>5 1/4&quot;</td>
<td>4&quot;</td>
<td>5 1/4 lbs</td>
<td>45.00</td>
</tr>
<tr>
<td>No. 116</td>
<td>12/0</td>
<td>Heavy</td>
<td>5 1/4&quot;</td>
<td>4&quot;</td>
<td>6 lbs</td>
<td>50.00</td>
</tr>
<tr>
<td>No. 117</td>
<td>14/0</td>
<td>Ex. Heavy</td>
<td>7&quot;</td>
<td>4 1/2&quot;</td>
<td>9 lbs</td>
<td>85.00</td>
</tr>
<tr>
<td>No. 118</td>
<td>16/0</td>
<td>Ex. Heavy</td>
<td>7&quot;</td>
<td>4 1/2&quot;</td>
<td>9 lbs</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Left hand models at extra cost of $2.00.

LINE CAPACITY IN YARDS

<table>
<thead>
<tr>
<th>No. and Size of Reel</th>
<th>Size of Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 113—4/0</td>
<td>400 300 500</td>
</tr>
<tr>
<td>No. 114—6/0</td>
<td>400 500 600</td>
</tr>
<tr>
<td>No. 116—9/0</td>
<td>500 700 900</td>
</tr>
<tr>
<td>No. 116A—10/0</td>
<td>500 700 900</td>
</tr>
<tr>
<td>No. 117—12/0</td>
<td>600 800 1100</td>
</tr>
<tr>
<td>No. 118—14/0</td>
<td>800 1100 1400</td>
</tr>
<tr>
<td>No. 119—16/0</td>
<td>1000 1400 1800</td>
</tr>
</tbody>
</table>

CONSTRUCTION OF SENATOR STAR DRAG

THE 12/0 SENATOR STAR DRAG

To fight the powerful and speedy rushes of a big game fish requires a drag with tremendous braking power and able to stand up for many hours at a time without the danger of slipping or freezing. Considering this, it is easily understood that the drag is the most important part in a big game fish reel. At the left is shown a cut of our drag mechanism. The five friction washers are made of indestructible automobile brake lining and needless of any attention. The brake drum is fitted with an oilless bearing and can not rust and freeze through lack of oil. This drag has tremendous braking power combined with very smooth action, thus removing danger of breaking line or rod. Drag is adjustable to a very fine degree by star wheel on handle. Entire drag mechanism can be oiled from the outside by means of oil channels from ball oilder on handle screw.

DIRECTIONS FOR ASSEMBLING

Our drag assembly consists of a number of metal disks alternately keyed to shaft and brake drum, and between which the friction washers are located. If assembled in the wrong manner, drag will not work satisfactorily. To avoid this, drag must always be assembled as shown in drawing. The friction washers don’t need any attention and should not be lubricated as they work best dry.

TO REMOVE FRICITION WASHERS

Without taking reel apart

Take off handle (instructions on page 4) unscrew the star wheel and the friction washers can be removed for inspection or replacing. The asbestos friction washers cannot burn up and don’t need any attention. Should it ever be necessary to take up on the star wheel due to wearing down of the brake lining, this is easily done by the addition of an extra washer, either asbestos or metal. Do not lubricate the friction washers, as they work best dry. An oily brake will cause a slipping and jerking drag.

STAR DRAG SALT WATER REEL

LONG BEACH

THE STANDARD SALT WATER REEL

Patent Nos. 1940593-1952756

The Long Beach is a universal salt water reel equipped with our powerful star drag. (Details on page 3.) The free spool snap lever is conveniently located on rim and the drag can be applied instantly without danger of stripping gears. (Construction on page 2.) The perfectly balanced and free running spool is excellent for casting. Gear train consists of hardened steel driving gear and stainless steel pinion. Handle is fitted with cattail torpedo grip and locking device. (See page 4.) Our One S. ot lubrication safeguards perfect performance. (Illustration on page 3.) Metal parts are hard polished and chromium-plated.

Reel can be furnished in left hand model at extra cost of $1.00.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>No. and Size of Reel</th>
<th>Line Capacity in Yards</th>
<th>Gear Ratio</th>
<th>Plate Dia.</th>
<th>Spool Width</th>
<th>Weight of Reel</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 6</td>
<td>125</td>
<td>3:1</td>
<td>3 1/2&quot;</td>
<td>3 1/2&quot;</td>
<td>14 1/2 oz.</td>
<td>$5.00</td>
</tr>
<tr>
<td>No. 9</td>
<td>150</td>
<td>3:1</td>
<td>3 1/2&quot;</td>
<td>3 1/2&quot;</td>
<td>16 oz.</td>
<td>5.50</td>
</tr>
<tr>
<td>No. 12</td>
<td>160</td>
<td>3:1</td>
<td>3 1/2&quot;</td>
<td>3 1/2&quot;</td>
<td>16 1/2 oz.</td>
<td>6.00</td>
</tr>
<tr>
<td>No. 15</td>
<td>180</td>
<td>3:1</td>
<td>3 1/2&quot;</td>
<td>3 1/2&quot;</td>
<td>17 oz.</td>
<td>6.50</td>
</tr>
</tbody>
</table>

SEAGATE STAR DRAG REEL

Same specifications as Long Beach reel but without torpedo handle.

No. 125—250 yards, $5.50; No. 126—350 yards, $6.00

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY
NEW LIGHT TACKLE CASTING REELS

The increasing use of light rods demands lighter reels. In the new light casting reels all over-weight is eliminated by the combination of wider spools and small stream-lined end plates. Ideal reels for light tackle fishing.

LIGHT WEIGHT SPOOL CASTING REEL

Small, light weight reel, excellent for light casting and bay fishing. Capacity, 150 yards No. 9 line. Equipped with light weight spool for better casting. Triple multiplying. Crossplate made to fit salt and fresh water rods. Handle is fitted with torpedo grip. Stream-lined, metal bound end plates. Made with or without star drag.

No. 160—Star Drag—Plate Diameter 2¾”; spool width 2¾”; weight 11½ oz. Price $6.00
No. 165—Free Spool—Plate Diameter 2¾”; spool width 2¾”; weight 13 oz. Price $3.00

NEW LIGHT TACKLE BAY REELS

Below, on this page are shown the new small, extra light weight 100 yard reels, unsurpassed for bay fishing. In combination with light rods, these reels add greatly to the thrill of light tackle fishing.

LIGHT TACKLE BAY REEL

A small, light weight reel that will add greatly to the pleasure of light tackle fishing. Capacity, 100 yards No. 9 line. Made with and without star drag. Adaptable to salt and fresh water rods. Triple multiplying gears, adjustable spool bearing, free spool clutch and One Shot lubrication. Metal bound stream-lined end plates.

No. 180—100 yard Star Drag—Plate Diameter 2¾”; spool width 1¾”; weight 12½ oz. Price $8.00
No. 185—100 yard Free Spool—Plate Diameter 2¾”; spool width 1¾”; weight 12 oz. Price $4.00

LIGHT WEIGHT CASTING REEL

Light weight reel with small stream-lined end plates and wide spool. For light casting and bay fishing. Capacity, 150 yards No. 9 line. Reel seat built to fit salt and fresh water rods. Triple Multiplying Gears. Equipped with free spool clutch, adjustable bearing, torpedo handle and One Shot lubricating system. Metal parts are chromium-plated.

No. 170—150 yard Free Spool—Plate Diameter 2¾”; spool width 2¾”; weight 13 oz. Price $4.00

PENN FISHING TACKLE MFG. CO., 159 W. Lehigh Ave., PHILADELPHIA, PA.

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LIGHT TACKLE BAY REEL

Ideal reel for light tackle bay fishing. Capacity 100 yards No. 9 line. Reel seat fits salt or fresh water rods. Triple multiplying, non-strip gears. Reel is equipped with free spool clutch, adjustable bearing, sliding click, One Shot lubrication and catalin handle. Metal parts are chromium-plated. End plates are stream-lined.

No. 190—100 yard Free Spool—Plate Diameter 2¾”; spool width 1¾”; weight 12 oz. Price $3.00

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY

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STAR DRAG SALT WATER REEL

BRIDGE CITY

THE UNIVERSAL STAR DRAG REEL
Patent Nos. 1940559-1952756

The Bridge City is an inexpensive Star Drag reel of sturdy construction. Made in three sizes for surf, deep sea, trolling and light tackle fishing. Equipped with a powerful and smooth acting Star Drag, designed to tackle game fish. Drag is adjustable to a very fine degree by star wheel on handle. Free spool clutch is operated by a conveniently located Snap lever on rim and drag can be applied instantly without danger of stripping gears, as the driving gears always remain in mesh. Another feature is the open top frame, which allows greater freedom in thumbing the spool when casting. Our One Shot lubricating system guarantees good performance and long life of the reel. Gear grease and spindle oil is furnished with every reel, also a combination wrench and screw driver. Frame of this reel is made of brass, hand-polished and chromium-plated. Details of construction on pages 2, 3 and 4.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>No. and Size of Reel</th>
<th>Line Capacity in Yards</th>
<th>Gear Ratio</th>
<th>Plate Diam.</th>
<th>Spool Width</th>
<th>Weight of Reel</th>
<th>Price Per Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 6</td>
<td>230</td>
<td>3 to 1</td>
<td>3½&quot;</td>
<td>16 oz</td>
<td>$4.00</td>
<td></td>
</tr>
<tr>
<td>No. 9</td>
<td>375</td>
<td>3 to 1</td>
<td>3½&quot;</td>
<td>16½ oz</td>
<td>$4.50</td>
<td></td>
</tr>
<tr>
<td>No. 12</td>
<td>515</td>
<td>3 to 1</td>
<td>3½&quot;</td>
<td>17 oz</td>
<td>$5.00</td>
<td></td>
</tr>
<tr>
<td>No. 15</td>
<td>650</td>
<td>3 to 1</td>
<td>3½&quot;</td>
<td>18 oz</td>
<td>$5.50</td>
<td></td>
</tr>
</tbody>
</table>

BAYHEAD STAR DRAG REEL

Same specifications as above but without torpedo handle; finished in tumbled chrome.

<table>
<thead>
<tr>
<th>No. and Size of Reel</th>
<th>Line Capacity in Yards</th>
<th>Gear Ratio</th>
<th>Plate Diam.</th>
<th>Spool Width</th>
<th>Weight of Reel</th>
<th>Price Per Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 109—120 Yards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$3.50</td>
</tr>
<tr>
<td>No. 107—230 Yards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$3.75</td>
</tr>
<tr>
<td>No. 108—300 Yards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$4.25</td>
</tr>
</tbody>
</table>

FREE SPOOL SURF CASTING REEL

BAYSIDE

FOR SURF AND LIGHT TACKLE FISHING
Patent Nos. 1940559-1952756

The Bayside is a free spool surf casting and salt water reel and made for the fishermen who prefer a high grade reel without a Star Drag. This reel is made in five sizes for light tackle fishing and surf casting. The open top of the frame gives greater freedom in thumbing the spool when casting. The non-slip gears are spiral cut for greater strength. Side plates are reinforced with metal bands. Free spool lever is conveniently located on rim. The oversize handle is fitted with a locking device to prevent handle from working loose. Reel is equipped with sandproof and waterproof lubricating nipples and a lubricating set is furnished with every reel. Metal parts are hand-polished and chrome-plated. Details of construction on pages 2 to 4.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>No. and Size of Reel</th>
<th>Line Capacity in Yards</th>
<th>Gear Ratio</th>
<th>Plate Diam.</th>
<th>Spool Width</th>
<th>Weight of Reel</th>
<th>Price Per Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 51—100 Yds.</td>
<td>200</td>
<td>3 to 1</td>
<td>3½&quot;</td>
<td>1½ oz</td>
<td>$3.75</td>
<td></td>
</tr>
<tr>
<td>No. 52—150 Yds.</td>
<td>250</td>
<td>3 to 1</td>
<td>3½&quot;</td>
<td>1½ oz</td>
<td>$4.00</td>
<td></td>
</tr>
<tr>
<td>No. 53—200 Yds.</td>
<td>300</td>
<td>3 to 1</td>
<td>3½&quot;</td>
<td>1½ oz</td>
<td>$4.25</td>
<td></td>
</tr>
<tr>
<td>No. 54—250 Yds.</td>
<td>350</td>
<td>3 to 1</td>
<td>3½&quot;</td>
<td>1½ oz</td>
<td>$4.50</td>
<td></td>
</tr>
<tr>
<td>No. 55—300 Yds.</td>
<td>400</td>
<td>3 to 1</td>
<td>3½&quot;</td>
<td>1½ oz</td>
<td>$4.75</td>
<td></td>
</tr>
</tbody>
</table>

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY
Page 22
FREE SPOOL SURF CASTING REEL

SEAFORD

THE POPULAR FREE SPOOL REEL
Patent Nos. 1940593-1952756

The Seaford is an inexpensive free spool surf casting and salt water reel and is made for the fisherman who does not want a Star Drag reel. Made in three sizes for light tackle fishing and surf casting. Frame is built with double side pillars and the top left open for greater freedom in thumbing spool when casting. Free spool is operated by a Snap lever on rim. Gears are spiral cut and cannot strip. Spool bearing is adjustable to take up any spool end-play. The S shaped handle is equipped with a locking device and cannot work loose. Our One Shot lubricating system permits oiling and greasing without the need of any tools. A lubricating set and a combination wrench and screw driver is furnished with every reel. Metal parts of this reel are hand-polished and chrome-plated. Details of construction on pages 2 to 4.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>No. and Size of Reel</th>
<th>Line Capacity in Yards</th>
<th>Gear Ratio</th>
<th>Plate Diam.</th>
<th>Spool Width</th>
<th>Weight of Reel</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 72—150 Yd.</td>
<td>250 150 150 100</td>
<td>3 to 1</td>
<td>3 1/4&quot; 1/8&quot;</td>
<td>13 oz.</td>
<td>$3.00</td>
<td></td>
</tr>
<tr>
<td>No. 70—250 Yd.</td>
<td>275 250 185 130</td>
<td>2 1/4 to 1</td>
<td>3 1/4&quot; 1/8&quot;</td>
<td>13 1/2 oz.</td>
<td>$3.50</td>
<td></td>
</tr>
<tr>
<td>No. 75—300 Yd.</td>
<td>275 300 225 175</td>
<td>2 1/4 to 1</td>
<td>3 1/4&quot; 1/8&quot;</td>
<td>17 oz.</td>
<td>$3.75</td>
<td></td>
</tr>
</tbody>
</table>

FREE SPOOL SALT WATER REEL

SEAHAWK

For BAY, PIER and DEEP SEA FISHING

The Seahawk is a low priced free spool, sturdily constructed reel. Made in 150 yard size for bay fishing and in 250 yard and 300 yard size for outside fishing. Free spool clutch is operated by Snap lever on rim. The spiral gears are double multiplying and cannot strip. An adjustable click is fitted on back plate. Any spool end-play can be taken up by the adjustable bearing. Reel can be oiled and greased from the outside and a Penn lubricating set is furnished with every reel. Side plates are genuine moulded bakelite; metal parts are hand-polished and chromium-plated. A combination wrench and screw driver is packed with every reel. Details of construction on pages 2, 3 and 4.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>No. and Size of Reel</th>
<th>Line Capacity in Yards</th>
<th>Plate Diam.</th>
<th>Spool Width</th>
<th>Weight of Reel</th>
<th>Price Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 42—150 Yd.</td>
<td>250 150 125 100</td>
<td>2 1/4&quot; 1/8&quot;</td>
<td>12 oz.</td>
<td>$2.50</td>
<td></td>
</tr>
<tr>
<td>No. 40—250 Yd.</td>
<td>275 250 185 150</td>
<td>2 1/4&quot; 1/8&quot;</td>
<td>14 oz.</td>
<td>$2.75</td>
<td></td>
</tr>
<tr>
<td>No. 45—300 Yd.</td>
<td>400 300 225 175</td>
<td>2 1/4&quot; 1/8&quot;</td>
<td>15 oz.</td>
<td>$3.00</td>
<td></td>
</tr>
</tbody>
</table>

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY

Page 24
FREE SPOOL CASTING REELS

ANGLESEA
FREE SPOOL REEL
No. 47—250 yards, Price $2.50

The Anglesea is a low priced free spool surf casting reel. The free spool clutch is operated by a snap lever on rim. The double multiplying spiral gears are always in mesh and cannot strip. Back plate is fitted with an adjustable click. Spool end-play can be taken up by an adjustable bearing. This reel can be oiled and greased from the outside through waterproof lubricating nipples. A tube of Penn reel lubricant and a combination wrench and screw driver is packed with every reel. Metal parts are made of brass and finished in tumbled chrome. Plate diameter is 3½ inches and spool width 1½ inches. Weight 14 ounces.

Linen Line Capacity
No. 9—27 pound test, 250 yards
No. 12—36 pound test, 200 yards
No. 15—45 pound test, 150 yards

PENN No. 15
FREE SPOOL REEL
No. 15—250 yards, Price $1.70

The Penn No. 15 is the lowest priced free spool salt water reel. This reel is equipped with our patented free spool handle pull out mechanism. The spiral cut gears are double multiplying. Spool end-play can be taken up by an adjustable bearing. Back plate is fitted with a sliding hardened steel click. Side plates are genuine molded bakelite. The frame is constructed with double side pillars and open top for better thumbing of spool. Cross plate is made of one solid piece. Metal parts are made of brass and finished in tumbled nickel. Plate diameter is 3½ inches and the spool width 1½ inches. Weight 12 ounces.

Linen Line Capacity
No. 9—27 pound test, 250 yards
No. 12—36 pound test, 200 yards
No. 15—45 pound test, 150 yards

MULTIPLYING TROLLING REELS

NEWPORT
150 Yard SALT WATER and LAKE TROLLING REEL
No. 32—150 yards, Price $2.25

A sturdily built reel without the free spool arrangement. Made in 150 yard size only and is suitable for both salt water fishing and lake trolling. Equipped with adjustable click. The driving gears are spiral cut and multiplying 2½ to 1. Spool can be adjusted by tension bearing. The handle is "S" shaped and well balanced. All bearings are removable and are fitted with oil reservoirs. Frame is constructed with double side pillars and the top left open for easier handling of the line. Metal parts are made of brass, hand-polished and chrome-plated. A tube of lubricant and a wrench are packed with every reel. Side plates are 3 inches in diameter. Spool width 1½ inches. Weight 12 ounces.

Linen Line Capacity
No. 9—27 pound test, 150 yards
No. 12—36 pound test, 125 yards
No. 15—45 pound test, 100 yards

PENN No. 14
250 Yard DEEP SEA and LAKE TROLLING REEL
No. 14—250 yards, Price $1.50

The Penn No. 14 deep sea reel is our lowest priced reel without the free spool mechanism. Made in 250 yard size only and is suitable for both deep sea fishing and lake trolling. The gears are spiral cut and double multiplying. The frame is sturdily constructed with three pillars and one piece crossplate. Handle is "S" shaped and well balanced. Any spool end-play can be taken up by an adjustable bearing. A sliding click provides for arresting the spool. Side plates are genuine molded bakelite. Metal parts are made of brass and finished in nickel. Side plates are 3½ inches in diameter. Spool width is 1½ inches. Weight 13 ounces.

Linen Line Capacity
No. 9—27 pound test, 250 yards
No. 12—36 pound test, 200 yards
No. 15—45 pound test, 190 yards

PENN FISHING TACKLE MFG. CO., 150 W. Lehigh Ave., PHILADELPHIA, PA.

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Miscellaneous Items

SOLID LEATHER REEL CASE INCLUDING BAG

FOR SENATOR REELS
Case of finest calf-skin leather, hand stitched with leather reinforced bottom. Heavy suede bag liner as shown to prevent the reel from chafing in case.

Price .............. Size 4/0, $7.50; Size 6/0, $9.00; Size 9/0, $10.00; Size 10/0, $12.50; Size 12/0, $14.00; Size 14/0, $17.50; Size 16/0, $20.00

PENN BEARING GREASE
No. 24—Price 10 cents each

This handy lubricating tube contains a very light grease which clings to the gears and spindles and does not retard the speed of the reel. We recommend this grease for ball bearings.

OVERSIZE REEL HANDLE
No. 12—Price $1.00
This handle is 5 inches overall in length and fitted with our slip-proof torpedo grip. Takes the strain out of winding and safeguards your knuckles. This handle fits all of our reels from 100 yd. to 500 yd. size.

PENN STANDARD REEL HANDLES
With Torpedo Grip
Price ............... 150 yd. Size $0.50 4/0 Size $1.25 12/0 Size $2.00
250 yd. Size 0.75 6/0 Size 1.50 14/0 Size 2.25
400 yd. Size 1.00 9/0 Size 1.75

PENN REEL LUBRICANTS
This handy lubricating set is made up for the convenience of the fisherman. It consists of one tube of spindle oil for bearings and one tube of gear grease for driving gears. By inserting the spout of the tube into the lubricating nipples on the reel and squeezing tube, the lubricant is forced by pressure directly to the vital points. This oiling system eliminates guesswork in lubricating and safeguards perfect performance of the reel.

No. 25—Price, 15 cents each
Packed one dozen in display carton

No. 20—FISHSCALER
Price, 5 cents each
Made of heavy gauge, rustproofed steel for your tackle box and for kitchen use. Packed one dozen in carton.

No. 11
REEL BAG
Price .............. Size 4/0, $0.75 Size 6/0 $1.00 Size 9/0, $1.25 Size 12/0 $1.50

REPAIRMAN'S KIT No. 6
An assortment of parts, which enables the repairman to render quick and satisfactory service. Saves time and expense by eliminating sending reel back to factory for repair. Will make new customers by saving in delay and expense.

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY
Page 29
The Care of the Reel

With reasonable care, your reel will last a lifetime, unless you are so fortunate as to be able to do a great deal of fishing. Oil and grease your reel at least once a week, or still better shoot a drop of oil into the bearings after a day's fishing. This will refill the built-in oil reservoirs, which act as safeguards of the reel.

Lubricating Without Taking Reel Apart

With our patented One Shot lubrication (See page 3) it is an easy matter to thoroughly oil and grease your reel. A lubricating set, consisting of one tube of spindle oil and one tube of gear grease is furnished free with every Penn reel. Simply insert the spout of the tube into the sealing ball oilers and by squeezing the tube at the bottom the oil is forced under pressure to the bearings, thus eliminating all guesswork in lubrication.

Use spindle oil on spool bearings, handle shaft, click button, free spool lever and handle knob. To grease the driving gears, shoot gear grease into nipple on front plate marked grease. Use oil and grease sparingly. You don't have to flood your reel to properly lubricate it. After using fold tube over at the bottom.

Considering the fact that a reel, when casting, is making 5000 to 8000 revolutions per minute, it is easily understood how important it is to keep the bearings well oiled. Also salt water is very injurious to metals, unless the reel is very thoroughly oiled and greased to combat corrosion. Our One Shot lubrication, combined with the built-in oil reservoirs safeguards perfect performance and long life of the reel.

Cleaning the Reel

Should sand get into your reel, take the reel apart and wash the parts with gasoline or kerosene, allowing them to dry before oiling. Our Take Apart reels can easily be taken apart (See instructions on page 2). On all other models remove the plate screws and the reel will come apart. A combination wrench and screw driver is packed with every Penn reel. For reassembling, see instructions on pages 2 and 3.

The Servicing of the Reel

Due to the watch-like mechanism of our reels, we do not advise taking reel apart for any other purpose than cleaning. For repairs, we recommend taking the reel to an experienced repairman or sending the reel back to the factory. We will gladly replace parts and put the reel in perfect working condition at a very low cost. For the expert our instructions on pages 2, 3, 4 and 17 will be very helpful.

Repair Parts

Greatest care is given to standardization of all parts wherever possible. Therefore, most parts are standard size and interchangeable regardless of type or size of the reel—a feature which has never before been accomplished in the reel industry. This factor is of utmost importance in the servicing and economy of the reel. For the repairman our assortment of parts listed on page 29 is very helpful.

The Care of the Line

When used daily, the line does not need any attention, but do not allow the line to dry on the reel, as salt water is very injurious to lines. Wash the line in fresh water and allow to dry before putting back on reel. Break off a few feet to eliminate any weakness on the end.

Helpful Tips for the Fisherman

To Find Line Capacity of the Reel

When the line capacity of the reel of a certain size of line is known, it is an easy matter to find the line capacity of a different size of line, providing that the lines are of approximately the same grade, as there are lesser grades of lines on the market which are much heavier and take up more space than the better grade lines having the same breaking test. Simply multiply the known line capacity in yards by the number of thread known, then divide the product by the number of threads of the line required. The answer is the reel capacity in yards. Example as follows:

You know reel holds 300 yds. of number 9 line.
You want to find the capacity of number 12 line.
Multiply 300 by 9 = 2700 divided by 12 = 225 yds.

Emergency Repairing of Broken Line

No knot equals a spliced line, but as many fishermen are not familiar with splicing, or in case a hurried job has to be done on a fishing trip, the following method will give satisfactory results. This tying can also be used for doubling the line or making a loop. Tests have shown that this tying does not weaken the line as other knots do.

Place at least six slip knots about ¼" apart on each end of the line as shown. Start at the center and pull each knot tight before placing the next one. Wet the line thoroughly before tying.

Fishermen's Knots

For ordinary fishing almost any knot might do, but when fishing amounts to a real test for your tackle, a good knot will make all the difference between landing or losing a big one. Faulty knots cut and will cause the line to part at a fraction of its tested strength. Below we show a few of the many variations of knots useful to the fishermen. For tying line to swivel, the wedge is considered by many as the strongest knot. A snap swivel is of great advantage, as it enables the angler to change baits or other tackle quickly. The gut leader or line must be well soaked before tying.


Manufacturers of Salt Water Reels Exclusively
THE UNIQUE TESTING OF PENN REELS

This testing equipment enables us to test our reels under more trying conditions than actual fishing. The runs of the fish are not limited by a motor-driven drum taking the line off the reel in much the same manner as a fighting fish. The excessive line speed and the enormous amount of drag in this test is very much greater than anything which the reel can ever be called upon to withstand in actual fishing. This severe factory test, combined with our unlimited guarantee, safeguards the user of Penn Reels against any conditions that are likely to arise in actual fishing.

Boating a fighting Nova Scotia Giant Tuna in the Wedgeport N. S. tide rip. The Penn 12/0 Senator reel won this battle.

Striped Bass, caught in surf by Mr. Ferrara, Seaside, N. J.

Penn Fishing Tackle Mfg. Co.
159 W. Lehigh Ave.

Gentlemen:

We are very glad to report that the first swordfish of the season was caught by our Henry Murillo.

Again your fishing equipment proved their mettle, the performance of your Senator reel was very satisfactory as usual.

Enclosed please find a picture of the above mentioned fish, kindly accept same with our compliments.

Yours very truly,

Murillo Hnos.
Guaymas, Mex.

Lake Trout, weighing 13 pounds, 15 pounds and 20 pounds caught at Lake-of-the-Woods in Ontario.

Employees of the Penn Fishing Tackle Mfg. Co. not only are expert reel makers, but good fishermen, too, as the above catch of Tuna proves.

Sailfish, weighing 44 pounds, length 6 feet 10 inches, caught by Mr. Wm. Dickson, Floral Park, L. I., at Palm Beach, Fla., with Penn Senator reel.
Gentlemen:

No one need doubt the ability of the Senator, No. 115-500 yard reel to standing the gaff. Its got what it takes to land the big ones. I am sending you the proof.

On August 11th, while fishing near the Coronado Islands, I hooked and landed a 108 pound Marlin Swordfish in 17 minutes. Two hours later, I was fast to a Broadbill and after a battle of 3 hours and 15 minutes, I brought to gaff the 12 foot, 481 pound Broadbill, taken on my No. 115 Senator reel using 24 thread line and a 16 ounce rod tip; regulation heavy tackle.

Since that date we have landed six Marlin ranging from 119 pounds to 197½ pounds on the same reel, line and rod. The Senator has functioned so perfectly throughout the season that we haven’t lost a single fish once we had it hooked.

Next year I am going after the record and have great confidence in the Senator to do that very thing.

Very truly yours,
Al Thieler