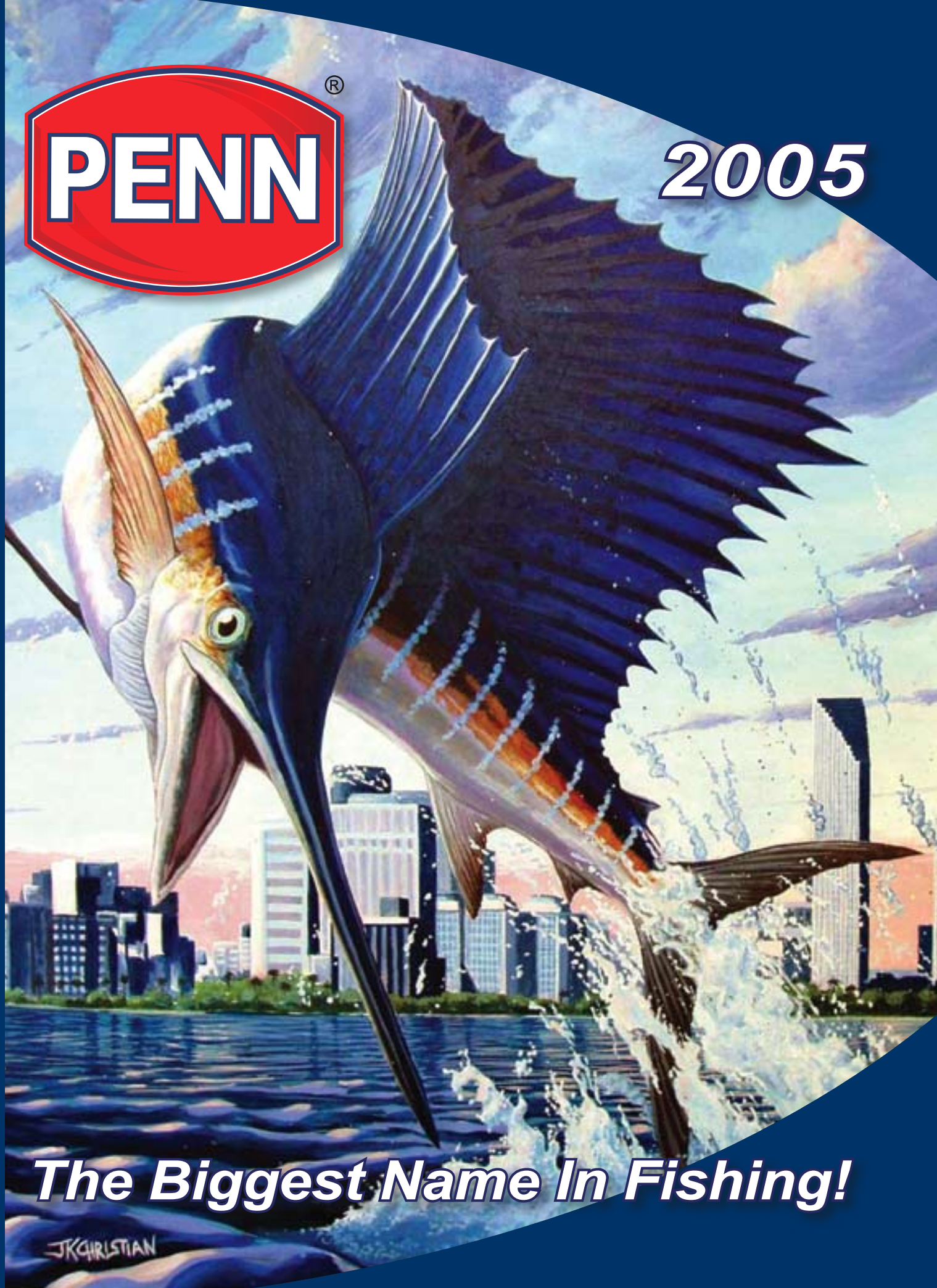




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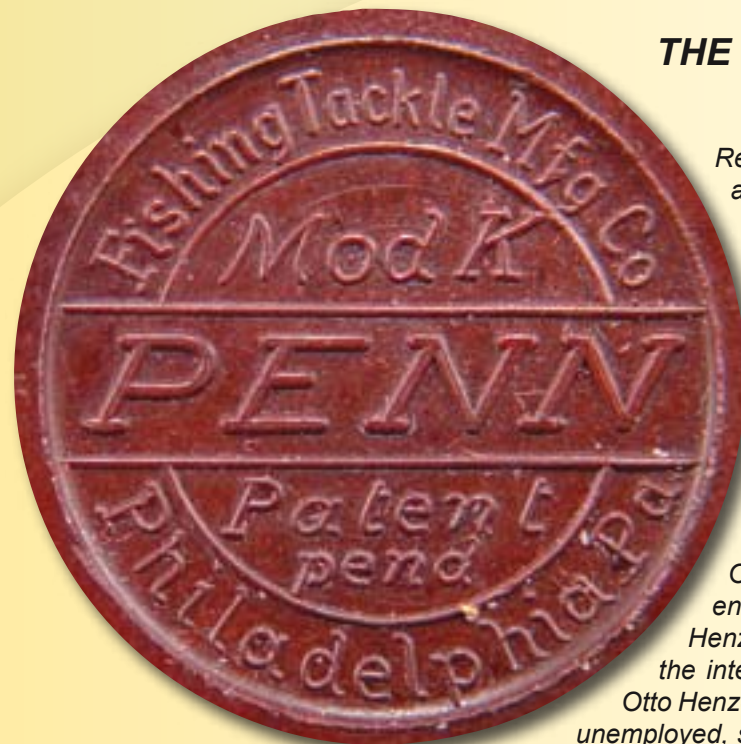
Special Limited edition prints of our front and back cover paintings are available by visiting our website at www.pennreels.com/store.htm or by calling the toll free number (877) 477-7200. Prints are signed and numbered by Marine Wildlife artist JKChristian and limited to just 500 each. At a recent IGFA auction in Cabo San Lucas, Mexico, the original sailfish painting, pictured below, was one of the highest bidded items, establishing JKChristian as an up and coming artist in the fishing community. Order a piece of Penn history and get your signed and numbered, limited edition print today.



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THE MYSTERY OF PENN'S FIRST REEL

By Kevin Martin, Penn CEO

Read any article on the history of Penn Fishing Tackle and it will likely state that Penn's first reel was the MOD F introduced sometime in 1932 or 1933. But recent research, conducted by a group of Penn employees and ORCA (Old Reel Collector's Association) members, has uncovered some interesting facts that challenge which reel was truly Penn's first, and the correct timing of its introduction. The following article outlines the group's findings and rewrites the early history of Penn Fishing Tackle Manufacturing Company.

We know that Otto Henze worked at Ocean City Reels Company of Philadelphia during the 1920's. Otto worked as a machinist for Ocean City and learned enough to design and manufacture fishing reels. Mr. Henze left Ocean City Reels Company around 1929, with the intent of starting his own company. Little is known about Otto Henze's activities in 1930 and 1931. It was a tough time to be unemployed, since America had entered the Great Depression. Otto worked from his home at 3306 Bailey Street in Philadelphia.

At some point in time, Otto Henze made the acquaintance of Mr. George Hunt, who we believe was affiliated with Ocean City Reels in a sales capacity. The two likely collaborated about going into business with each other – Mr. Henze knowing how to make reels, and Mr. Hunt knowing how to sell them.

ORCA member Gary Davis recently went to a flea market in Philadelphia and purchased a box of old Penn catalogs, documents and letters. One letter indicates that Mr. Henze had developed a prototype fishing reel in 1930 – but it was not the MOD F. This particular prototype was the MOD K, a reel that was first documented by Gary Quick in his 1996 ORCA "REEL NEWS" article. We suspect that Mr. Henze also had a prototype of the MOD F in 1930, but we have found nothing in writing yet to substantiate its existence.

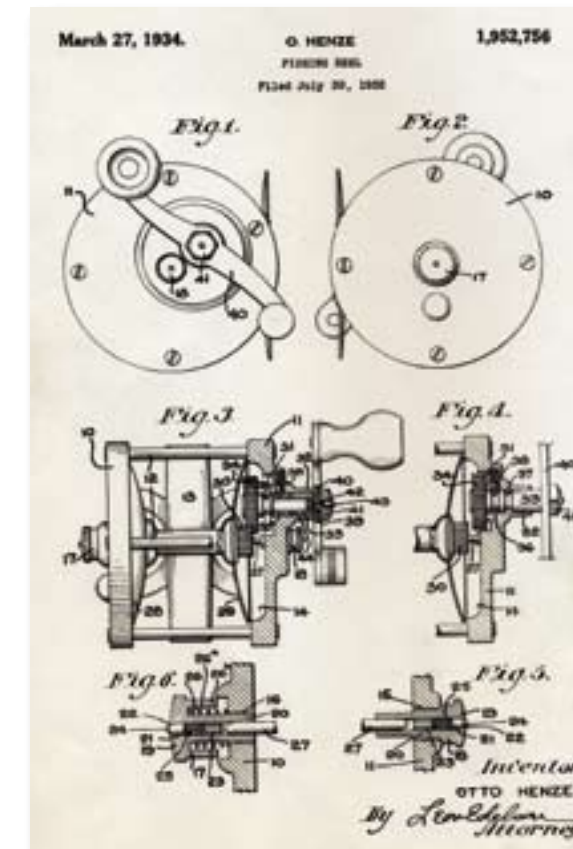
We can only surmise that Mr. Henze spent the years 1930 and 1931 trying to perfect his prototype reels and raise the necessary capital to start his own company. We have not yet uncovered any other documents that relate to this time period. But numerous documents have been discovered that help paint a very clear picture of what took place in 1932.

A drawing dated April 1, 1932 for a MOD K side plate was discovered by Penn engineer Eric Baisch in some old files at Penn. It was beginning to look like the MOD K was Penn's first reel, not the MOD F. An early "Parts" brochure for the MOD F has been in the public domain for many years, so most assumed it was Penn's first reel.

Then in May, 1932, Otto Henze began taking the necessary steps to start his new company and bring his prototype reels to market. We have confirmed that George Hunt was a part owner in that new company.

On May 11, 1932, Mr. Henze paid attorney Leon Edelson \$135 to prepare patent applications for two new fishing reels which turned out to be the MOD F and the MOD K. On May 14th, Mr. Henze began renting space at William Schmitz & Co., General Machinists at 492 North 3rd Street in Philadelphia. He immediately ordered the development of a 4-cavity side plate mold from Kuhn & Jacob Machine & Tool Company of Trenton, New Jersey. In July, Mr. Henze also had Kuhn & Jacob engrave two plugs to stamp the side plates – one plug for the MOD F, the other for the MOD K. Both plugs contained the Brand name Penn, and the new company name, Penn Fishing Tackle Mfg. Co.

From July to August, 1932, matching side plates were produced by Kuhn & Jacobs for the MOD F and MOD K. Records indicate there were 1,322 side plates for the MOD F and 1,018 for the MOD K. There are no actual production records available to determine how many reels were completed for the MOD F and MOD K, but it could not be more than the number of side plates produced.





On July 30, 1932, Mr. Edelson filed the two patents for the technology used in the MOD F and the MOD K. Based on this and all prior information, it would be accurate to say that Penn had "two" first reels – the MOD F and the MOD K. Both were produced at the same time, and both patents were filed at the same time. But just when the mystery of Penn's first reel seemed unraveled, another discovery was made.

After evaluating the MOD K reels in existence today, it was discovered there are 2 different types – one with a star drag, and one without. So it appears Penn had "three" first reels – the MOD F, the MOD K with star drag, and the MOD K with no star drag. (There are only 4 MOD F's known to exist today, only 4 MOD K's with star drag, and 3 without). There is further evidence to support the theory that Penn had "three" first reels.

Otto Henze spent the Fall of 1932 ordering parts and assembling his reels. As 1933 approached, Mr. Henze decided to change the names of the MOD F and MOD K reels before they were introduced to the marketplace. New plug stamps were engraved and boxes with labels were produced for "three" different reels – the SEA HAWK, the BAYSIDE, and the LONG BEACH. The MOD F became the SEA HAWK, the MOD K with no star drag became the BAYSIDE, and the MOD K with a star drag became the LONG BEACH. Actual sales invoices

confirm that these 3 reels were first sold in February, 1933.

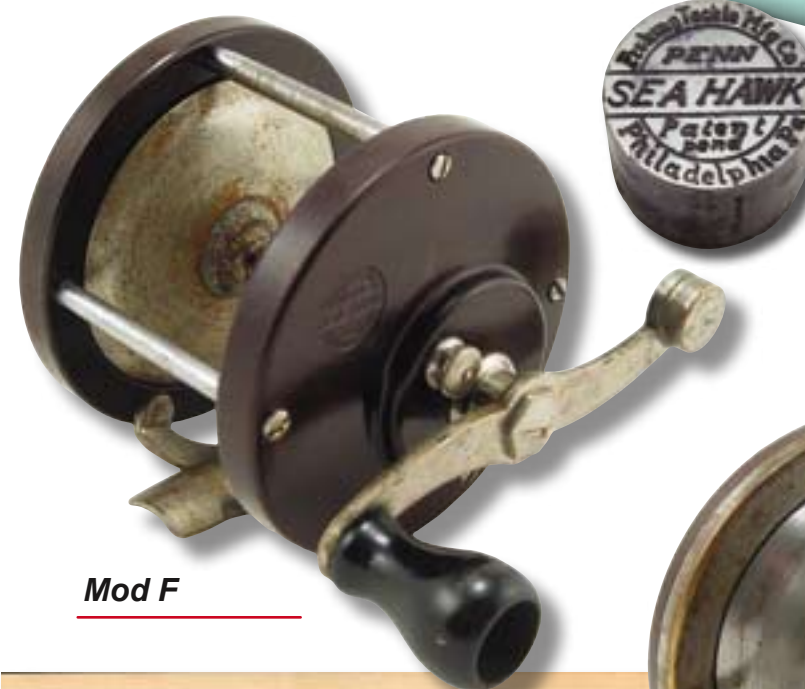
We theorized that the early boxes marked SEA HAWK, BAYSIDE, and LONG BEACH actually contained reels stamped MOD F or MOD K. It was unlikely that Mr. Henze scrapped the original production run of the MOD F and MOD K side plates. So he probably used the MOD F reels in SEA HAWK boxes, and divided the MOD K reels between the BAYSIDE and LONG BEACH boxes. This theory was recently confirmed when we purchased an original LONG BEACH box and reel on Ebay. The reel inside the box was stamped MOD K.

One thing is now certain – the MOD K reel should take its rightful place alongside the MOD F reel, and finally be recognized as Penn's first reel. The MOD K and the MOD F were produced and sold at the same time, and each had identical patent application dates. The MOD K patent was actually approved before the MOD F patent.

There are still many unanswered questions relating to Penn's first reels. How many MOD F and MOD K reels were actually produced? How many MOD K's were produced with a star drag and with no star drag? Were there ever boxes made with MOD F or MOD K labels? Is there a MOD K parts pamphlet to complement the MOD F parts pamphlet? Did George Hunt actually work for Ocean City Reels Company; and if so, did he leave at the same time with Otto Henze? Whatever happened to the Kuhn & Jacob Machine Company in Trenton, and the William Schmitz Company in Philadelphia?

These questions will continue to be researched; and hopefully someone will have documents, letters, boxes, labels, or early reels stored in their attic, garage, or basement that could help us solve the mystery of Penn's first reels.

Special thanks to ORCA members Gary Davis and Gary Quick for helping us piece together our early history. Also, to collector Eric Tilman for helping us acquire a MOD F reel. Visit the History Section on our website at www.pennreels.com to see additional photos of Penn's early reels and related memorabilia.



Mod F



Mod K
Non Star Drag



Mod K Star Drag



International® V Series

The flagship of the Penn International® Lever Drag family of reels, the International® V-Series raises the gold standard for offshore anglers. The International® V reels offer the most advanced and reliable fish-fighting performance in the world, with an ergonomically designed, contoured, one-piece machined frame, and unbelievable cranking power and strength. Distinctive pure gold color separates Penn from the impostors.

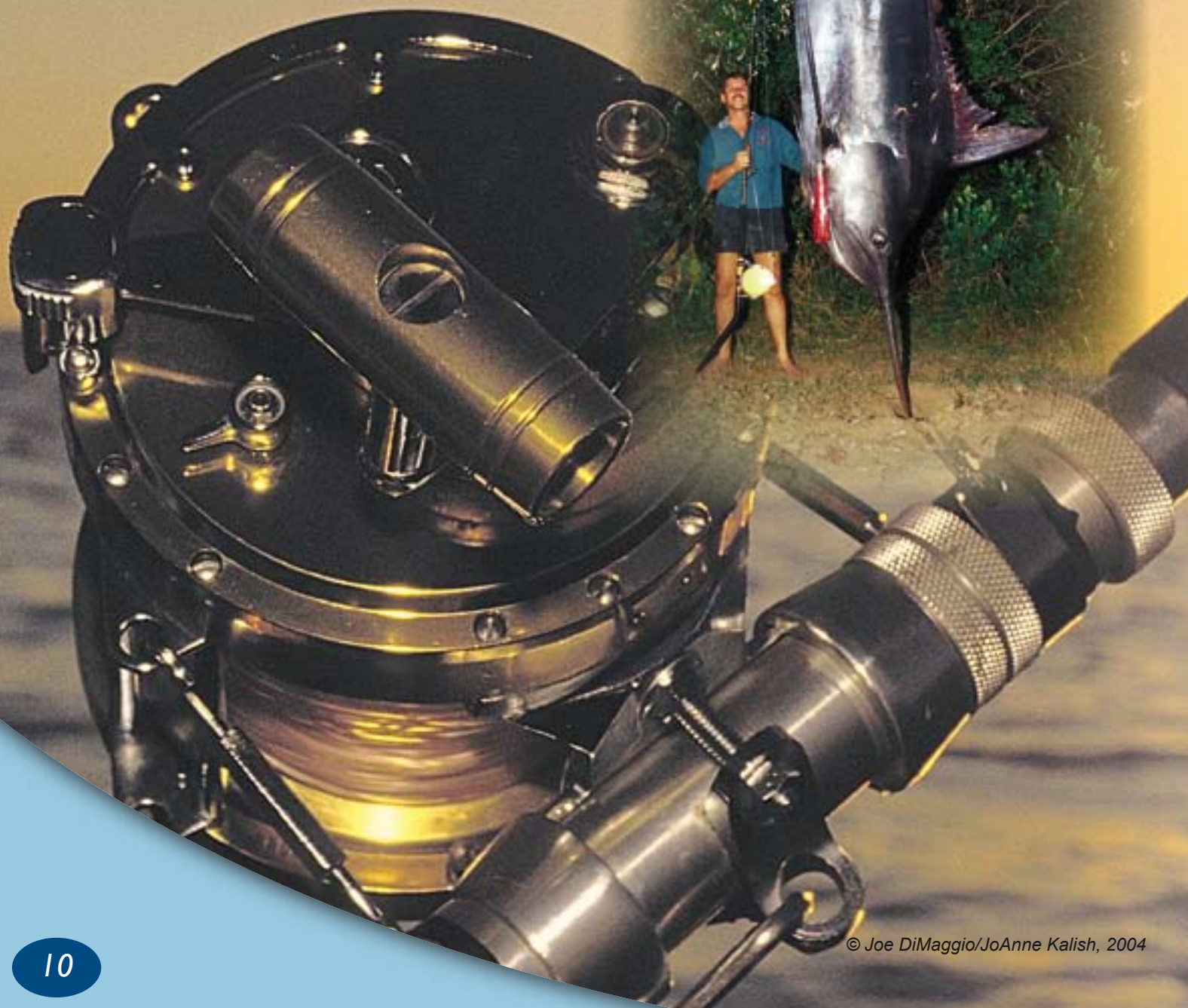
- Machine-Cut, Heat-Treated Stainless Steel Main and Pinion Gears, and Drag Cam
- Powerful Double-Disc Drag with 150-Degree Drag Quadrant
- Graduated Push-to-Turn Preset
- One-Touch Shifting
- Four Aircraft-Grade, Sealed, Stainless Steel Ball Bearings
- Machined, Gold Anodized One-Piece Frame
- Forged & Machined Spool and Side Plates
- Stainless Steel Reel Stand

MODEL	LINE CAPACITY	GEAR RATIO		WEIGHT
		HIGH	LOW	
	YDS./LB.			OZ
	METERS/MM			GRAMS
30VSW	900/30	3.8-1		50
	825/0.55	1.6-1		1420
50VSW	850/50	3.1-1		68
	780/0.70	1.3-1		1930
70VS	1000/50-600/80	3.1-1		89
	900/0.70-550/0.90	1.4-1		2525

International® II - Two Speed



MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS./LBS. METERS/MM	HIGH LOW	OZ. GRAMS
16S	1000/16 900/0.40	4.5-1 2-1	42 1190
30S	700/30 640/0.55	3.8-1 1.8-1	56 1590
50S	550/50 505/0.70	3.1-1 1.3-1	67 1900
80STW	950/80 870/0.90	3-1 1.4-1	118 3350
130ST	950/130 870/1.25	2.2-1 1.2-1	195 5520



International® II - Two Speed

The Penn International® II, with its powerful two-speed gearing and lever drag, was designed for every offshore challenge known to mankind. From the powerful, but lightweight 16S, to the brute size and raw power of the 130ST, we have built an International® II for all your big-game fishing needs. Penn's legendary second-gear provides a lower gear ratio for power and torque, useful for cranking up fish that have decided to nosedive for the ocean floor. Distinctive pure gold color separates Penn from the impostors.

- Machine-Cut, Heat-Treated Stainless Steel Main and Pinion Gears, and Drag Cam
- Adjustable Pre-Set
- Machined, Gold Anodized One-Piece Frame
- Four Aircraft-Grade, Sealed, Stainless Steel Ball Bearings
- Stainless Steel Reel Stand
- Loud, Durable Clicker
- Forged and Machined Spool and Side Plates



MODEL	LINE CAPACITY YDS./LB METERS/MM	GEAR RATIO	WEIGHT OZ GRAMS
12LT	850/12 780/0.35	4.2-1	28 790
20T	750/20 685/0.45	3.5-1	50 1420
30T	700/30 640/0.55	3.5-1	56 1590
30TW	900/30 825/0.55	3.8-1	59 1670
50T	550/50 500/0.70	2.9-1	66 1870
50TW	850/50 780/0.70	3.1-1	67.5 1910
80TW	950/80 870/0.90	2.7-1	109 3090

International® II - Tournament

The Penn International® II has established a time-honored reputation for taking tough, offshore game fish; and with countless world records, it is simply the reel of choice for serious offshore anglers. As you set out to break your own records and establish bragging rights back at the dock, do you really want to take chances with your selection of reels? With the Penn International® II, you can fish with the preferred reel of tournament winner after tournament winner. And, with seven models ranging from the light tackle 12LT to the big and brawny 80TW, there is an International® II reel perfect for all your big-game fishing needs. Distinctive pure gold color separates Penn from the impostors.

- Machine-Cut, Heat-Treated Stainless Steel Main and Pinion Gears, and Drag Cam
- Adjustable Pre-Set
- Machined, Gold Anodized One-Piece Frame
- Four Aircraft-Grade, Sealed, Stainless Steel Ball Bearings
- Stainless Steel Reel Stand
- Loud, Durable Clicker
- Forged and Machined Spool and Side Plates



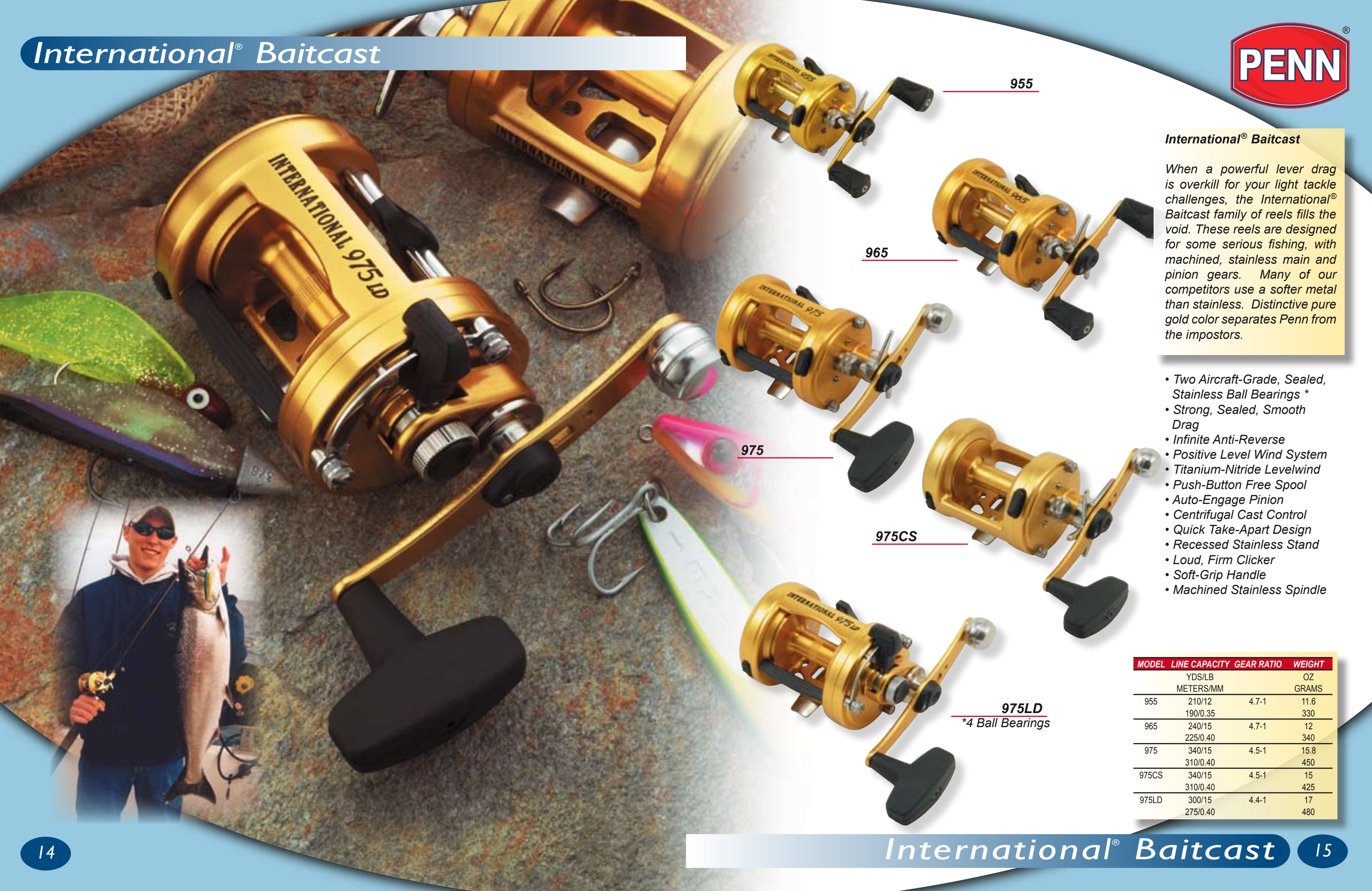


International® Baitcast

When a powerful lever drag is overkill for your light tackle challenges, the International® Baitcast family of reels fills the void. These reels are designed for some serious fishing, with machined, stainless main and pinion gears. Many of our competitors use a softer metal than stainless. Distinctive pure gold color separates Penn from the impostors.

- Two Aircraft-Grade, Sealed, Stainless Ball Bearings *
- Strong, Sealed, Smooth Drag
- Infinite Anti-Reverse
- Positive Level Wind System
- Titanium-Nitride Levelwind
- Push-Button Free Spool
- Auto-Engage Pinion
- Centrifugal Cast Control
- Quick Take-Apart Design
- Recessed Stainless Stand
- Loud, Firm Clicker
- Soft-Grip Handle
- Machined Stainless Spindle

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM		OZ GRAMS
955	210/12	4.7-1	11.6
	190/0.35		330
965	240/15	4.7-1	12
	225/0.40		340
975	340/15	4.5-1	15.8
	310/0.40		450
975CS	340/15	4.5-1	15
	310/0.40		425
975LD	300/15	4.4-1	17
	275/0.40		480



Graph-Lite™ Lever Drag

NEW!



GLD20 II



GLD20



GLD30 II



GLD30



GLD50 II

Graph-Lite™ Lever Drag

Formula™ KG/LD series reels have evolved into the new Penn Graph-Lite™ Lever Drag Series. The same great performance anglers have come to trust in the Formula™ series has been incorporated into the Graph-Lite™ Lever Drag reels. In addition to the performance, Graph-Lite™ Lever Drag reels feature satin finish graphite and brushed metal for improved long-term appearance; as well as an easy-to-understand line class designation. Two-Speed and Single-Speed models are available for your individual fishing preferences.

- Push-Button Shift System on Two-Speed Models
- Machined, Anodized, Aluminum Spool
- Four Aircraft-Grade, Shielded, Stainless Steel Ball Bearings
- Machined-Cut Stainless Steel Gears
- Lightweight Graphite Frame
- Powerful 120° Drag Quadrant
- Stainless Steel Reel Stand

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM	HIGH LOW	OZ GRAMS
Two Speed			
GLD20 II	800/20	3.8-1	38
NEW!	730/0.45	2-1	1080
GLD30 II	600/30	3.8-1	41
NEW!	550/0.55	2-1	1165
GLD50 II	600/50	3.4-1	50
NEW!	550/0.70	1.75-1	1420
Single Speed			
GLD20	800/20	3.8-1	36
NEW!	730/0.45		1020
GLD30	600/30	3.8-1	39
NEW!	550/0.55		1105

NEW!

Graph-Lite™ Lever Drag



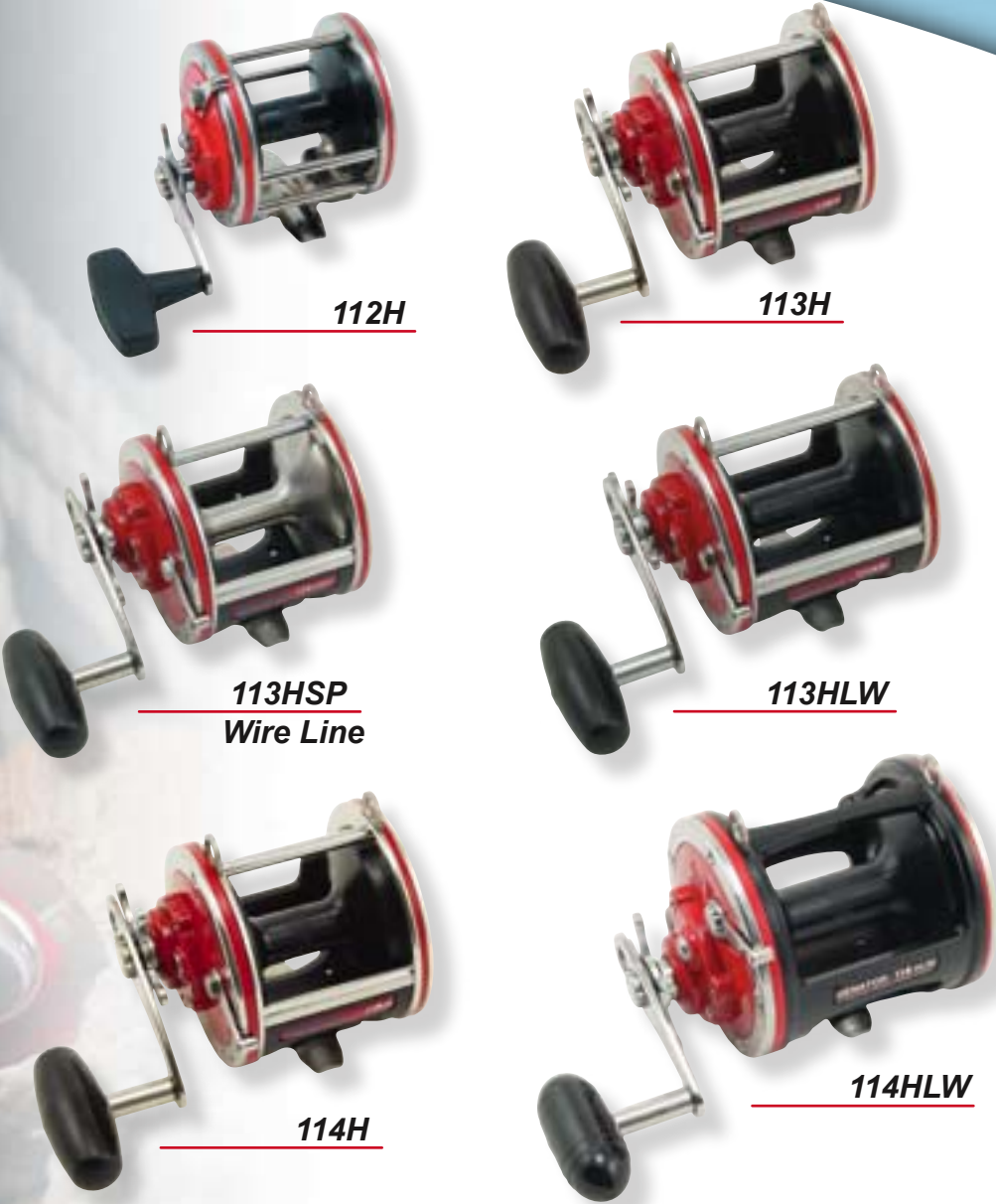
Special Senator®

Combining the toughness of the legendary Penn Senator® reel with higher gear ratios, the Penn Special Senator® gives serious saltwater anglers the best of both worlds; power and speed. Penn Special Senators are ready for your next challenge, whether trolling, casting large baits, or bottom fishing; whether trolling wire on the 113HSP, or standing at the rail of a tuna boat with the wide framed 113HLW or 114HLW.

- Precision-Machined, Stainless Pinion Gear
- High-Strength, Manganese-Bronze Main Gears
- Multi-Disc Star Drag System
- Convertible Power Handle
- Sealed, Stainless Ball Bearings
- Chrome Reinforced Side Plates
- Heavy-Duty Clicker
- High-Strength, Graphite Rod Clamp
- Corrosion Resistant

113HN Baja Special® Features

- Heat-Treated Stainless Steel Main and Pinion Gears
- High-Speed Retrieve
- Oversized, Soft-Grip Handle
- One-Piece, Narrow, Open-top Aluminum Frame
- Five Aircraft-Grade, Sealed, Stainless Steel Ball Bearings
- Powerful Versa-Drag™ (see GS Reel page for explanation of Versa-Drag™)



113HN Baja Special®

After exhaustive testing and development, the Penn 113HN Baja Special is ready to tackle West Coast Yellowtail, grouper in the Gulf, and jigging for tuna on the east coast. The Baja Special was designed with input from experts throughout the country, and features an oversized eccentric lever for extended durability and effortless disengagement; and a drag range worthy of our larger International® Reels.



MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/ LB		OZ
	METERS/MM		GRAMS
*112H	375/30	4-1	25
	345/0.55		710
*113H	475/30	3.25-1	28
	435/0.55		800
113HSP	500/30	3.25-1	34
	460/0.55		960
113HLW	600/30	3.25-1	32
4/0 Wide	550/0.55		910
113HN	375/30	4.25-1	29
NEW!	345/0.55		820
*114H	475/50	2.8-1	47
	435/0.70		1330
114HLW	375/80	2.8-1	50
6/0 Wide	345/0.90		1420

* Left Hand Model Available





113



114



115L



116L



117L

Senator®

Tried and true, the Penn Senator® has been an icon on the big game fishing scene, even before the original release of that famous shark movie, *Jaws*®. The Penn Senator® remains the most trusted, most powerful star drag reel on the market. In fact, most of the original Senator® reels are still fishing, even after decades of service. Little wonder that Penn Senators® have caught more IGFA big game world records than all other makes combined; and with five sizes available, there is a Senator® for everything from movie sized sharks, to grouper, cod, and rockfish.

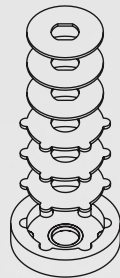
- Stainless Steel Pinion Gear
- Manganese-Bronze Main Gear
- Multi-Disc Drag System
- Heavy-Duty Clicker
- One-Piece Rod Clamp
- Chrome-Plated Metal
- Anodized Aluminum Spool

	MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
		YDS/LB METERS/MM		OZ GRAMS
*113	4/0	475/30	2-1	24
		435/0.55		680
*114	6/0	525/50	2.1-1	48
		480/0.70		1360
*115L	9/0	675/50	2.5-1	55
		615/0.70		1560
*116L	12/0	800/80	2-1	85
		730/0.90		2410
117L	14/0	750/130	1.6-1	137
		685/1.25		3880

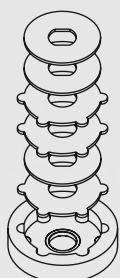
* Left Hand Model Available

Versa-Drag.

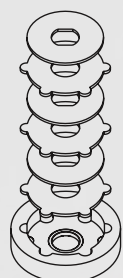
By rearranging the sequence of keyed metal washers and tabbed friction washers, you can obtain a wide range of drag settings.



Light
Drag Range



Medium
Drag Range



Heavy Drag
Range



525 MAG
*5+1 Bearings



535GS



545GS



555GS

GS Performance

Penn Graphite Series Performance Reels are perfectly suited for a wide range of applications, from long-distance casting to surf fishing: from kingfishing to throwing jigs at tuna. The revolutionary design of the GS cut-gears puts more cranking power in the hands of anglers when battling large Drum from the surf, and high-speed retrieve when chasing down smoker Kingfish.

- Precision-Machined Stainless Pinion
- Manganese-Bronze Main Gear
- Corrosion-Resistant
- Precision Casting Performance
- Powerful and precise Penn Versa-Drag™
- Lightweight Graphite
- One-Piece, Open-Top frame
- High-Speed gear ratio
- Four Aircraft-Grade, Sealed, Stainless Steel Ball Bearings *

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM		OZ GRAMS
525 MAG	275/15	6-1	18
	250/0.40		510
535GS	400/15	6-1	20
	365/0.40		570
545GS	420/20	6-1	21
	385/0.45		600
555GS	600/20	5.3-1	22
	550/0.45		620

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
310GTI	325/15	4.2-1	16
	295/0.40		450
320GT2	320/20	4.3-1	19.5
	295/0.45		550
*321GTI (Left Hand)	320/20	4.3-1	19.5
	295/0.45		550
320LD	300/20	4.3-1	21
	275/0.45		600
330GTI	350/30	3.6-1	26
	320/0.55		740
340GTI	475/30	3.25-1	33
	430/0.55		935
345GTI	375/50	3.25-1	34
	340/0.70		960
* Not Pictured			

310GTi

320GT2

320LD

330GTi

340GTi

345GTi

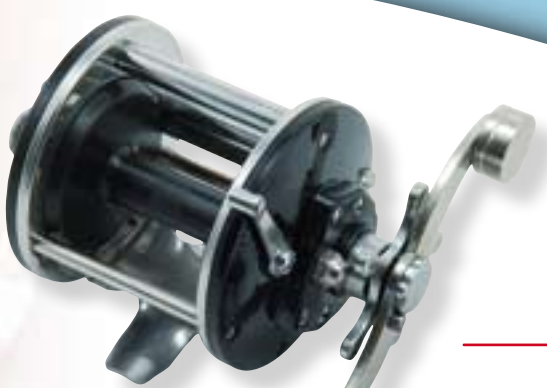
GT Level Wind

Fished by anglers and charter boat captains worldwide, Penn GT Level Wind reels are perhaps the most versatile series of reels on the planet. From inshore bottom-fishing to offshore waters; from deep water wrecks to trolling Salmon off the Columbia River, GT Levelwind reels have seen and done it all. In a verbal testament to the performance of the GT Levelwind Series, a consumer fishing the distant waters of the Jersey Shore reported a 6-plus hour fight with an oversized Bluefin Tuna on a Penn 320LD.

GT Level Wind reels feature an easy to operate star drag, with the exception of the 320LD, which utilizes a lever drag, a popular choice among anglers trolling or live-bait fishing.

- Lightweight Graphite Frame
- Black-Anodized Spool
- Manganese-Bronze Main Gear
- Stainless Steel Pinion
- Four Aircraft-Grade, Sealed, Stainless Steel Ball Bearings

General Purpose - Level Wind



9M



209M



309M

General Purpose-Level Wind

Favorites on charter boats operating throughout the entire U.S., Penn General Purpose Level Wind reels are ready for action. From Flounder to Striped Bass; from Snapper to Grouper, Penn Level Wind reels are perhaps the most popular and well-known salt-water inshore conventional reels in the world. And don't forget the popularity of the 9M and 209M in freshwater mountain lakes and the Great Lakes, trolling for Salmon.

- Precision-Machined Stainless Steel Pinion
- Manganese-Bronze Main Gear
- Soft-Grip, Counter-Balanced Handle
- Lightweight, Composite Side Plates

Level Wind Star Drag Specifications			
MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
*9M	275/15	3.4-1	13
	250/0.40		370
*209M	320/20	2.8-1	19
	295/0.45		540
309M	350/30	2.8-1	26
	320/0.55		740
* Left Hand Model Available			

General Purpose



Squidder®, Jigmaster®, & Mariner®

The Penn Squidder® is a long-time favorite with surf anglers due to its ideal line capacity and free spool control. Live bait anglers prefer the Jigmaster® because of its high-speed retrieve and quick-take apart frame, useful for changing spools when fishing conditions dictate. The Penn Mariner® is a great teaser reel for offshore anglers, snagging Paddlefish in freshwater, and heavy-duty charterboat style fishing.

Squidder®, Jigmaster® & Mariner® Specifications			
MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
49L	300/30 lb. 275/0.55	3.3-1	30 850
*140L	350/20 320/0.45	3.3-1	18 510
*500L	275/30 250/0.55	4-1	22 620
* Left Hand Model Available			



49L Mariner®



140L Squidder®



500L Jigmaster®

Seaboy®

An overall workhorse, the Penn Seaboy® was upgraded in 2004 for even better performance and durability. New features include a larger handle, machined-aluminum spool, stainless steel pinion, and improved free spool. Captain George Mitchell of Miami, aboard his charter boat, the Snake Dancer, caught over 500 fish on the upgraded Seaboy® reels without a single problem. A perfect choice for pier, bridge, and jetty fishing, the Seaboy® is also an obvious choice for Party and Charter Boats.



185 Seaboy®



190 Seaboy®

Seaboy® Specifications			
MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
185	400/20 365/0.45	3.1-1	15 425
190	350/30 320/0.55	3.1-1	16 450



Slammer®

The Penn Slammer® was designed for the serious angler targeting trophy fish. An over-sized, sealed drag located under-the-spool ensures consistent and smooth performance. The Penn Slammer® is already a popular favorite of many professional inshore guides and charter captains throughout the Gulf and Eastern States of the U.S. This is the finest and smoothest spinning reel ever manufactured by Penn.

- Penn Leveline® wrap system
- Techno-Balanced™ Rotor
- Five Stainless Steel Ball Bearings plus one Infinite Anti-Reverse Roller Bearing
- Silky-Smooth operation
- Oversized shielded Drag
- Full Metal Body
- Triple-Supported, Oversized Main Shaft

Slammer® Live Liner®

Same great features as the Penn Slammer®, but with the added benefit of a Live Liner® drag, ideal for swimming live baits. The Penn Live Liner® is the perfect reel for anglers who prefer the ease of a spinning reel, but the practicality of a conventional reel. The Live Liner® drag can be adjusted to control the drag tension, allowing anglers to fish various sized baits and maintain control over the bait, an essential factor when live-lining for various gamefish such as Striped Bass, Saffish, Roosterfish, or Snook

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM		OZ GRAMS
Slammer®	260	5.1-1	12
	220/0.25		340
360	240/10	5.1-1	12.5
	220/0.30		355
460	240/12	4.6-1	19
	220/0.35		540
560	240/15	4.6-1	20
	220/0.40		570
Slammer® Live Liner®			
4600L	240/12	4.6-1	20
	220/0.35		570
5600L	240/15	4.6-1	21
	220/0.40		600

Spinfisher® SS - Metal



6500SS



7500SS

All Metal Body



8500SS



9500SS
*4 Ball Bearings

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM		OZ GRAMS
6500SS	250/15	4.7-1	22
	230/0.40		620
7500SS	250/20	4.6-1	25.5
	230/0.45		720
8500SS	250/25	4.6-1	26
	230/0.50		740
9500SS	300/30	4.2-1	32
	275/0.55		910

Z-Series (Not Shown)			
MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM		OZ GRAMS
704Z	250/15	4.7-1	22
	230/0.40		620
706Z	250/20	4.6-1	25.5

Spinfisher® SS Metal

The Penn Spinfisher® SS is by far the most recognized spinning reel on the market. With its deep-black aluminum frame and rich Penn Gold anodized spool, the Penn Spinfisher® SS is available in four sizes perfectly geared for any of your saltwater fishing applications. All Penn Spinfisher® SS Reels feature a super-strong stainless main shaft, supported by bronze bushings; ensuring your Spinfisher® maintains alignment even under intense loads; a nice feature when hooked into 100lb-plus fish. Three* Stainless Steel ball bearings provide consistent and proven performance, while the new sealed drag knob keeps contaminants from affecting drag performance. Spinfisher® SS Spools are designed to accomodate longer casts and greater line capacities, something important when targeting trophy fish. Maybe other companies forgot that big fish are the target and line capacity is crucial, but maybe they just don't think about landing big fish.

Spinfisher® SS - Metal

Spinfisher® SSg - Graphite

NEW!

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
420SSg	165/4	5.3-1	6.5
NEW!	150/0.20		180
430SSg	200/6	5.1-1	8
NEW!	185/0.25		230
440SSg	200/10	5.1-1	12
NEW!	185/0.30		340
450SSg	250/10	4.6-1	14
NEW!	230/0.30		400
550SSg	275/12	4.6-1	15
NEW!	250/0.35		425



Spinfisher® SSg Graphite

Based on consumer feedback and popular trends in the Spinning reel market, the Penn Spinfisher® SSg Graphite is a rebirth of the popular graphite bodied Spinfisher® SS Reels. New Features include the following...

- Techno-Balanced™ Rotor
- Leveline™ Spool Wrap System
- Lightweight, Ergonomically contoured frame.
- Stainless Steel Main Shaft
- Five Stainless Steel Ball Bearings plus one Infinite Anti-Reverse Roller Bearing
- Sealed Drag Knob
- Penn Power Drag
- Smoother Drag Performance
- Corrosion-Resistant, Gold-Anodized, Machined handle
- Fail-Free Bail Spring

And if all this wasn't enough, the new SSg also features a Trip Friction Ramp that prevents premature bail trip when casting.

NEW!

Captiva™

The Penn Captiva™ Series of Spinning and Live Liner® reels contain features and components found on reels often twice the price. Anglers will be amazed at its smoothness and performance due to the 11 ball bearings and balanced rotor. This is Penn's fastest growing line of reels in America.

Captiva™ Spinning			
MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM		OZ GRAMS
CV500	140/4 125/0.20	5.1-1	6 170
CV2000	220/6 200/0.25	5.5-1	10 285
CV4000	200/10 210/0.30	6.2-1	12 340
CV5000	200/12 180/0.35	5.2-1	17 480
CV6000	225/16 205/0.40	5.2-1	19 540
CV8000	275/20 250/0.43	4.7-1	24 680



Captiva™ Live Liner®			
MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM		OZ GRAMS
CLL4000	250/10 225/0.30	5.5-1	14 400
CLL5000	200/12 180/0.35	5.2-1	19 540
CLL6000	225/16 205/0.40	5.2-1	21 595

Power Graph® V

NEW!



MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM		OZ GRAMS
PGV 1000	190/6	5.2-1	8.75
NEW!	175/0.20		250
PGV 1500	210/8	5.2-1	10
NEW!	190/0.25		285
PGV 2000	220/10	5.2-1	10.50
NEW!	200/0.30		300
PGV 3000	210/12	4.4-1	14
NEW!	190/0.35		395
PGV 4000	280/12	4.4-1	15
NEW!	256/0.35		425
PGV 6000	250/15	4.1-1	20
NEW!	230/0.40		565
PGV 7000	225/20	4.1-1	21
NEW!	206/0.45		595



PGV 1000



PGV 1500



PGV 2000



PGV 3000



PGV 4000



PGV 6000



PGV 7000

Power Graph® V Spinning

Already a favorite of many freshwater and saltwater anglers, the Penn Power Graph® went through some major overhauls this past year adding two ball bearings and a machined handle for increased performance and reliability. Now with five ball bearings, the Penn Power Graph® V still features Penn's powerful MPS (Multi-Point Stopper) anti-reverse system for fish-fighting reliability, and a balanced rotor for all-day fishing comfort.

NEW!

Power Graph® V



Silver Series

Simple and durable, the Penn Silver Series graces the rods of many an angler. Penn designed these economical reels to feature quality components for years of fishing enjoyment. Penn Silver Series reels features three sizes of spinning reels to cover various fisheries. With line classes ranging between 8lb. and 20lb. monofilament, anglers, from fresh water ponds to the pounding surf of the coastal regions, have a series of reels available to them that will perform.



103CS



104CS



105CS

- Stainless Steel Main Shaft
- Corrosion-Resistant, Stainless Steel Ball Bearing
- Full Metal Body

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM		OZ GRAMS
103CS	250/10	4.3-1	14
	230/0.30		400
104CS	250/12	4.3-1	17
	230/0.35		480
105CS	275/15	4.1-1	22
	250/0.40		625





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THE LEGEND OF FRANK MUNDUS

By Kevin Martin, Penn CEO

There are three types of fishermen. The first type catches an average size fish, and tells everyone about it for years. But each time the story is told, the fish gets bigger and bigger. The second type of fishermen talks about "the one that got away." I'm convinced that these fishermen never use Penn tackle, because they never seem to catch any fish. Finally, there are the fishermen who land the big ones, and their exploits become legend.

Frank Mundus falls into the third category.

HOW IT ALL BEGAN

The year was 1951. Captain Frank Mundus operated a charter boat called the **Cricket II** out of Montauk, New York. One bright, moonlit summer evening, Captain Frank was out catching bluefish with his charter party; when suddenly, a monster Mako Shark took his line and headed for the horizon. A 20-minute battle erupted and the Mako was theirs. That night, they caught one more shark, and lost a bunch of others – due to their lack of experience and poor quality tackle (Frank didn't have any Penn Reels with him at the time) – but Frank realized that "sport fishing for sharks could be a lot of fun."

In the ensuing years, Captain Frank became the King of Monster Fishing. He specialized in catching Great White Sharks. His adventures, his stories, and his world-record catches made him one of the most colorful characters in the sport-fishing community.

THE REAL LIFE JAWS

On June 4, 1964, about 25 miles east/southeast of Montauk, Frank Mundus peered over the side of his boat and saw the biggest shark he had ever seen. Frank yelled out loud enough for every one on board to hear – "Holy S__t!"

The Great White came right at the **Cricket II** and stuck his head out of the water as if it was going to take a bite out of the boat. When his nose was inches away from the hull, he closed his mouth and swam around the boat about ten feet away. The charter party was in various stages of panic. The shark then began swimming wildly around the boat, several times rubbing close to the side.

The charter party really wanted Frank to catch the shark, but he was unable to use a rod and reel due to a faulty saltwater pump, which prohibited him from using the motor to chase down the fish once it was caught. Instead, he was forced to harpoon the monster. A 5-hour fight ensued where Frank had to fix the pump while chasing the shark.

Captain Frank then hauled the giant back to Montauk. Word quickly spread that the **Cricket II** had caught the monster of monsters. He named it Big Daddy. Hundreds of onlookers jammed the beach to see Captain Frank's trophy. What they saw was the biggest shark caught in the century – 17 1/2 feet long, 13 feet in girth, and a weight exceeding 4,500 pounds.

The story of Big Daddy, and the adventures of Captain Frank, would serve as inspiration for the blockbuster movie *Jaws*. Many of the scenes in the movie were directly based on Frank's techniques for shark fishing and the stories of his biggest catches. Robert Shaw's character in the movie, Quint, was a crusty old sea dog, much like Frank Mundus.

THE BIGGEST FISH EVER CAUGHT ON ROD AND REEL

After the movie *Jaws* was released, anglers from everywhere wanted to go shark fishing off the Montauk coast. Shark adventure charters sprang up all over Long Island. Many of these charters would run ads claiming to be "experts at shark fishing." Most of these charter captains had read Frank's book, "Sportfishing for Sharks," to learn how to fish for sharks. Captain Frank decided to run ads that said "we trained the experts how to fish for sharks." His **Cricket II** charter business flourished.

But Captain Frank still wanted to land a record-setting, monster-sized Great White on rod and reel. He teamed up with Penn in the late seventies and early 80's; and utilizing Penn International reels, he was outfitted with the most powerful tackle on the planet. All that was needed was the shark.

That day came on August 6, 1986. It was a flat, calm sea. According to Captain Frank, "You could roll a marble over the water all the way to England." Word came in that there was a dead whale floating in the water. Captain Frank took the **Cricket II** to the whale and met angler Donny Braddick there on board the **Fish On**. The charter parties on both boats were returned to shore, and Braddick joined Mundus on the **Cricket II**.



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THE LEGEND OF FRANK MUNDUS (cont.)

Frank actually crawled on the dead whale to investigate several bite marks on the animal – shark bites. The sharks were down there. Captain Frank figured they would come up to feed around midnight. Frank Mundus knew this would be no ordinary battle. At midnight, two great whites came up to feed on the whale - small ones – only about 1,500 pounds each. The crew got all excited, but Frank went to sleep. He knew that even bigger ones would come up in the morning, and it would be suicide to battle these big fish at night.

The crew identified roughly 7 different great white sharks on the fish finder. They would take turns feeding on the dead whale. The sharks had established a pecking order. The smaller sharks went first, then the larger ones. Each shark would come up to get a piece of meat, and then return to the school about 100 feet below the whale. They were all hovering in circles like planes ready to land at an airfield.

Captain Frank had two Penn International 130 reels rigged and ready. He would walk out on the side pulpit and wave a bait back and forth at the sharks as they came up to feed. Donnie was ready with the Penn drag set for battle. The first shark to take the bait weighed about 2,000-pounds. After fighting for 45 minutes, the shark just bit through the cable. The back teeth of a great white are like cutting pliers.

Captain Frank then tried baiting one of the biggest fish in the school, which appeared to be over 3,000 pounds. They named this one Big Guy. (The crew spotted a 4,500-pound shark, but were unable to get it to take the bait). Suddenly, Big Guy took the bait and the Penn 130 began humming, quickly peeling off half the spool. What ensued was a 1 hour and 45 minute battle, and the fish was still fighting at the side of the boat after the first gaff. According to Captain Frank, the fish was so powerful, "It was pulling and spinning the boat around like a button on an outhouse door." It took the crew another two hours to gaff the monster a second time, and get the tail rope on, so they could tow him back to Montauk.

Big Guy turned out to be the largest fish ever caught on a rod and reel - 3,427-pounds. The IGFA could not recognize this as an official world record since it outlawed the use of whale meat as bait; and even though Captain Frank was using fish bait, the IGFA ruled that the whale was doing the chumming. Frank felt the IGFA ruling was a technicality, but the recognition of catching the biggest fish ever on rod and reel is something that no one can ever take away from him.

THE OLD MAN AND THE SEA

Frank Mundus moved to Hawaii over a decade ago. He no longer fishes for sharks. He's 78 years old and keeping the doctors busy; but overall, he's in good health and good spirits. I spoke with Frank on the phone in preparation for this article. He was up at 6 A.M. and relished in recalling his exploits with the great white monsters. I realized that Frank possessed three qualities that made him an extraordinary fisherman and boat captain – patience, perseverance, and courage.

During his shark-fishing career, Frank Mundus and the crew of the **Cricket II** set 21 world records, 20 with Penn reels. Included in that number was the largest Mako shark ever caught on rod and reel, a 1,080-pound monster, in August, 1979. Frank also designed the world's first shark cage for renowned ocean explorer and film maker Peter Gimbel, who later made the documentary movie "Blue Water, White Death." Appearances on the Letterman Show and Larry King Live cemented Frank's celebrity status as the country's most recognized angler.

You'll never hear Frank Mundus talking about the one that got away. You'll never hear him embellishing the size of the fish he caught. He has no need to. Frank stood in the path of Jaws and came out the victor. He will forever be remembered as one of the most legendary shark fishermen of all time.

You can visit Frank's website at www.fmundus.com where you can read about his shark adventures and buy some of his books and autographed pictures. Captain Frank Mundus will also be the subject of a one-hour special on Discovery Channel for Shark Week 2005. Visit www.pennreels.com/mundus.htm for additional photos of Captain Frank's exploits.

SPORT FISHING FOR SHARKS

Times have changed since Frank Mundus was fishing for Great White sharks. Several species of shark are now considered protected, including Great Whites. However, sport fishing for sharks that are not protected, such as Mako, Thresher and Hammerheads, continues to be a popular and challenging adventure. The thrill of catching one of these monsters is a memory that will last a lifetime. Penn advocates employing responsible conservation measures when sport fishing for any species of shark.



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© Joe DiMaggio/JoAnne Kalish, 2004



International® Rod Series

International® Rod Series feature matching threadwork and quality components. Anglers outfitting their boats with any of the International® Rods will experience tapers designed for maximum fish-fighting power and rod cosmetics designed to perfectly match all International® Rods for a truly “Custom” look on the boat. All of the International® Rods are featured on pages 46-57. While International® Rods will be noticed for their visual appeal when tied up at the docks, anglers will favor this rod series on the water for their fish-fighting capabilities.



International® V IGFA Rods

With its impressive diamond wrap, the International® V IGFA Rods feature the highest-quality components, like full AFTCO® Guides and detachable machined aluminum butts and gimbals. Available as an option on the 80# and 130# Class Rods is a Bent Butt, which lowers the reel for greater angler comfort, increasing the fulcrum lever to the anglers advantage. The Bent Butt version of the 80# and 130# Rods is perfect for anglers targeting world-class gamefish on heavy tackle.

Standard on all of the International Rod Series is the progressive taper of Penn’s P450 Glass tubular blanks. Penn IGFA Rods feature a parabolic taper, ideal for fighting fish from the chair, applying maximum pressure to the fish with a mechanical advantage in favor of the angler. Between ideal tapers and quality craftsmanship, International® V IGFA Rods are the finest rods on the market.



Model	Length	Line Class	Rod Butt	Recommended Penn Reel
5020	6' 10"	20LB	Straight	12LT, 16S, 20T, GLD20 II, GLD20
5030	6' 10"	30LB	Straight	30T, 30S, 30TW, 30VSW, GLD30 II, GLD30
5050	6' 10"	50LB	Straight	50T, 50S, 50TW, 50VSW, 70VS, GLD50 II
5070	6' 10"	50/80	Straight	50TW, 50VSW, 70VS, 80TW, 80STW, GLD50 II
5080	6' 11"	80LB	Straight	50TW, 50VSW, 70VS, 80TW, 80STW
5080B	7' 4"	80LB	Bent	50TW, 50VSW, 70VS, 80TW, 80STW
5130	7' 4"	130LB	Straight	80TW, 80STW, 130ST
5130B	7' 4"	130LB	Bent	80TW, 80STW, 130ST

International® V ARA Stand-up

NEW!



International® V ARA Stand-up Rods

Ideal for any offshore challenge. Penn International V ARA Stand-up Rods feature all AFTCO Rollers for minimal line wear, tubular P450 Glass, and a machined, Aluminum Butt, gimbal, and reel seat for maximum lifting power and durability. Foregrip material is EVA foam for the ultimate in durability and comfort.



	Model	Length	Line Class	Guide Type	Rod Butt	Recommended Penn Reel
NEW!	VS3080ARA56	5'6"	30-80 Lb	AFTCO Roller	AL - Straight	30T, 30S, 30TW, 30VSW, 50T, 50S, GLD30, GLD30 II, GLD50 II
NEW!	VS5010ARA56	5'6"	50-100 Lb	AFTCO Roller	AL - Straight	50T, 50S, 50TW, 50VSW, 70VS, GLD50 II, 80TW, 80STW
NEW!	VS3080ARA60	6'	30-80 Lb	AFTCO Roller	AL - Straight	30T, 30S, 30TW, 30VSW, 50T, 50S, GLD30, GLD30 II, GLD50 II
NEW!	VS5010ARA60	6'	50-100 Lb	AFTCO Roller	AL - Straight	50T, 50S, 50TW, 50VSW, 70VS, GLD50 II, 80TW, 80STW
NEW!	VS5010AWA60	6'	50-100 Lb	AFTCO Wind-On Roller	AL - Detachable Straight	50TW, 50VSW, 70VS, GLD50 II, 80TW, 80STW



NEW!

International® V ARA Stand-up

International® V RS/RF Stand-up

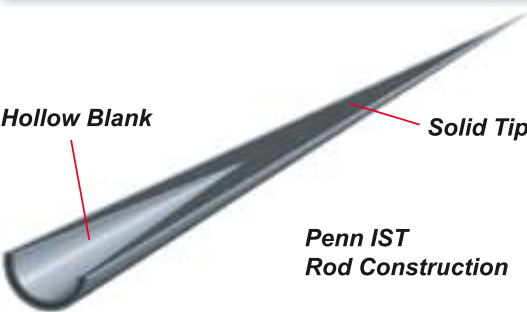
NEW!



International® V RS/RF Stand-up Rods

Featuring AFTCO Roller Stripper and Tip-Top for line protection in the two greatest friction points on the rod, with Aluminum-Oxide Turbo Guides “In-Between” for the best combination of line protection and economy. Butt options on the rods include Penn’s Slick Butt® (RS Versions) for ease of removal from rod holders and Penn EVA Foam (RF Versions) for maximum fish-fighting comfort.

RS/RF Models feature Penn’s Integrated Solid Tip, combining the power of tubular glass and the durability of solid glass in the tiptop section. All International® V RS/RF Stand-up Rod models feature machined reel seats and metal gimbals for reliability and proven performance. Foregrips are EVA foam for the ultimate in comfort and durability, a standard theme with all Penn Products.



	Model	Length	Line Class	Rod Butt	Recommended Penn Reel
NEW!	VS3080RS56	5'6"	30-80 Lb	Slick Butt®	30T, 30S, 30TW, 30VSW, 50T, 50S, GLD30, GLD30 II, GLD50 II
NEW!	VS5010RS56	5'6"	50-100 Lb	Slick Butt®	50T, 50S, 50TW, 50VSW, 70VS, GLD50 II
NEW!	VS2040RS60	6'	20-40 Lb	Slick Butt®	12LT, 16S, 20T, 30T, 30S, GLD20, GLD20 II, GLD30, GLD30 II
NEW!	VS3080RS60	6'	30-80 Lb	Slick Butt®	30T, 30S, 30TW, 30VSW, 50T, 50S, GLD30, GLD30 II, GLD50 II
NEW!	VS5010RS60	6'	50-100 Lb	Slick Butt®	50T, 50S, 50TW, 50VSW, 70VS, GLD50 II
NEW!	VS3080RF60	6'	30-80 Lb	EVA Foam	30T, 30S, 30TW, 30VSW, 50T, 50S, GLD30, GLD30 II, GLD50 II
NEW!	VS5010RF60	6'	50-100 Lb	EVA Foam	50T, 50S, 50TW, 50VSW, 70VS, GLD50 II

NEW!

International® V RS/RF Stand-up

International® V TS/TF Stand-up

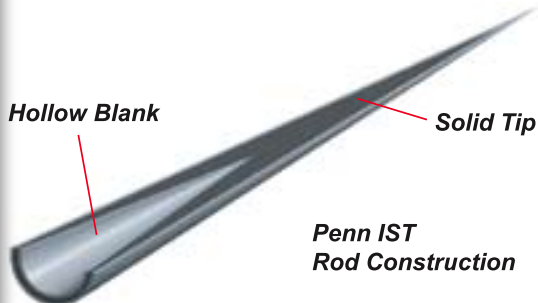
NEW!



International® V TS/TF Stand-up Rods

Featuring Aluminum-Oxide Turbo Guides and Penn's IST blank technology, Penn International® V TS/TF Rods are an excellent alternative to Penn International® Rods with rollers. TS/TF Rods offer an economical and lighter-weight rod capable of taming any bluewater gamefish.

TS Rods utilize Penn's Slick Butt® for durability and ease of removal from the rod holder, while TF designated rods feature an EVA Foam rear grip for increased angler comfort. Both butt options work equally well, it really depends on your personal fishing style.



	Model	Length	Line Class	Rod Butt	Recommended Penn Reel
NEW!	VS2040TS60	6'	20-40 Lb	Slick Butt®	12LT, 16S, 20T, 30T, 30S, GLD20, GLD20 II, GLD30, GLD30 II
NEW!	VS3080TS60	6'	30-80 Lb	Slick Butt®	30T, 30S, 30TW, 30VSW, 50T, 50S, GLD30, GLD30 II, GLD50 II
NEW!	VS5010TS60	6'	50-100 Lb	Slick Butt®	50T, 50S, 50TW, 50VSW, 70VS, GLD50 II
NEW!	VS2040TS66	6'6"	20-40 Lb	Slick Butt®	12LT, 16S, 20T, 30T, 30S, GLD20, GLD20 II, GLD30, GLD30 II
NEW!	VS3080TS66	6'6"	30-80 Lb	Slick Butt®	30T, 30S, 30TW, 30VSW, 50T, 50S, GLD30, GLD30 II, GLD50 II
NEW!	VS3080TF60	6'	30-80 Lb	EVA Foam	30T, 30S, 30TW, 30VSW, 50T, 50S, GLD30, GLD30 II, GLD50 II
NEW!	VS5010TF60	6'	50-100 Lb	EVA Foam	50T, 50S, 50TW, 50VSW, 70VS, GLD50 II

NEW!

International® V TS/TF Stand-up

NEW!



International[®] Inshore Rods

From Redfish in Florida, to White Sea Bass in California, to Bluefish in New England, Penn International Inshore Rods were designed to cover all your inshore fishing needs.

Guides and Reel Seats are from Fuji, while tapers and actions were designed by professional anglers to best match inshore fishing applications.

	Model	Length	Line Class	Lure Weight	Guide Type	Grip	Gimbal	# Guides	Pieces	Recommended Penn Reel
NEW!	II817S70	7'	8-17 Lb	1/4 - 3/4 oz.	Spin	Cork	N/A	6+Tip	1	260, 360, 440SSg, 450SSg
NEW!	II612S66	6'6"	6-12 Lb	3/8 - 3/4 oz.	Spin	Cork	N/A	6+Tip	1	260, 360, 430SSg, 440SSg
NEW!	II612S70	7'	6-12 Lb	3/8 - 3/4 oz.	Spin	Cork	N/A	6+Tip	1	260, 360, 430SSg, 440SSg
NEW!	II1525S70F	7'	15-25 Lb	1/2 - 2 oz.	Spin	EVA	Composite	7+Tip	1	460, 560, 450SSg, 550SSg, 6500SS
NEW!	II1020S70F	7'	10-20 Lb	1/2 - 1 1/2 oz.	Spin	EVA	N/A	6+Tip	1	360, 460, 560, 450SSg, 550SSg
NEW!	II1020C70	7'	10-20 Lb	1/2 - 1 1/2 oz.	Conv	Cork	N/A	7+Tip	1	955, 965, 975, 975CS
NEW!	II1525C70	7'	15-25 Lb	1/2 - 2 oz.	Conv	Cork	N/A	7+Tip	1	965, 975, 975CS, 975LD

NEW!

International® Shallow Water

NEW!



International® Shallow Water Rods

Whether fishing the flats of the Florida Keys, wade fishing in the Gulf, or “Walking the Dog” in the sounds of North Carolina, shallow water fishing is an art-form all its own. Tapers and rod characteristics are critical when chasing big fish in shallow water. Penn International® Shallow Water Rods feature tip actions and tapers designed by professional guides and tournament anglers, for the perfect blend of performance and “crispness”. Penn International® Shallow Water Rods utilize the same threadwork and cosmetics as the other Penn International® Rods for a matched look on anything from an offshore battlewagon to a skiff, poling the shallow water. Reel seats and guides are Fuji, and Blanks are IM7 graphite for the best combination of quality and performance.

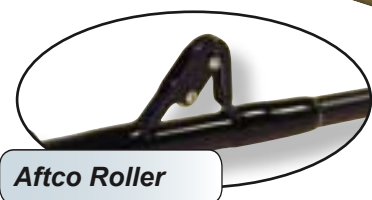
	Model	Length	Line Class	Lure Weight	Action	Guide Type	Grip	# Guides	Pieces	Recommended Penn Reel
NEW!	ISW817C66XF	6'6"	8-17 Lb	1/4 - 3/4 oz.	Extra-Fast	Casting	Cork	7+Tip	1	955,965
NEW!	ISW817C66F	6'6"	8-17 Lb	1/4 - 3/4 oz.	Fast	Casting	Cork	7+Tip	1	955,965
NEW!	ISW817C70XF	7'	8-17 Lb	1/4 - 3/4 oz.	Extra-Fast	Casting	Cork	9+Tip	1	955,965
NEW!	ISW817C70F	7'	8-17 Lb	1/4 - 3/4 oz.	Fast	Casting	Cork	8+Tip	1	955,965
NEW!	ISW817C70M	7'	8-17 Lb	1/4 - 3/4 oz.	Medium	Casting	Cork	8+Tip	1	955,965

NEW!

International® Shallow Water

Pro Guide BlueWater

NEW!



Aftco Roller



Fuji DPS



Fuji DPSH



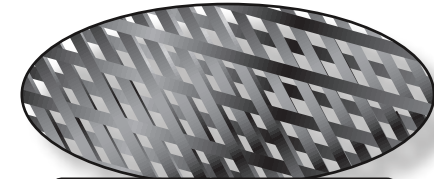
Aluminum



Fuji Hardloy



Fuji Hardloy HD



K-1 Woven Graphite Cloth

Pro Guide Bluewater Rods

Penn Bluewater Guide rods were designed with direct input from some of the most demanding professional anglers. Actions and tapers were scrutinized and tested, readjusted, and tested again, to ensure that the Bluewater Rods were the best rods on the market. Combine quality components like Fuji guides and reel seats (AFTCO Roller Guides where appropriate), and K1 Graphite Cloth, and our specially designed composite blanks, and the Bluewater Rods fish like no other. With actions perfect for live baiting, to throwing iron, to jigging for tuna, Penn Pro Guide Bluewater Rods are the finest quality rods that will perform regardless of your fishing style.



Model	Length	Line Class	Guide Type	Rear Grip	Reel Seat	Gimbal	# Guides	Pieces	Recommended Penn Reel
GST760M	6'	40-100 Lb	AFTCO	Hypalon	Alum	Aluminum	5+Tip	1	30TW, 30VSW, 50TW, 50VSW, GLD50 II
GS765L	6'6"	30-80 Lb	Fuji HD	Hypalon	Fuji DPSH	Composite	7+Tip	1	113HN, GLD30, GLD30 II, GLD50 II
NEW! GS3080C66SB	6'6"	30-80 Lb	Fuji HD	Slick Butt	Alum	Aluminum	7+Tip	1	113HN, GLD30, GLD30 II, GLD50 II
GS765XL	6'6"	20-50 Lb	Fuji Conv	Hypalon	Fuji DPSH	Composite	7+Tip	1	113HN, GLD20, GLD20 II, GLD30, GLD30 II
NEW! GS2050C66SB	6'6"	20-50 Lb	Fuji Conv	Slick Butt	Fuji DPSH	Aluminum	6+Tip	1	113HN, GLD20, GLD20 II, GLD30, GLD30 II
NEW! GS1530C66SB	6'6"	15-30 Lb	Fuji Conv	Slick Butt	Fuji DPSH	Aluminum	6+Tip	1	975, 975CS, 975LD, 535GS, 500L
GS700XL	7'	10-25 Lb	Fuji Conv	Hypalon	Fuji DPS	N/A	9+Tip	1	955, 965, 975, 975CS, 525Mag, 500L
GS700L	7'	12-30 Lb	Fuji Conv	Hypalon	Fuji DPSH	N/A	8+Tip	1	965, 975, 975CS, 975LD, 525Mag, 500L
GS700M	7'	20-50 Lb	Fuji Conv	Hypalon	Fuji DPSH	Composite	8+Tip	1	975CS, 975LD, 113HN, GLD20, GLD20 II, GLD30, GLD30 II
GS700ML	7'	20-40 Lb	Fuji Conv	Hypalon	Fuji DPSH	Composite	8+Tip	1	975CS, 975LD, 113HN, GLD20, GLD20 II, 500L
NEW! GSD800XL	7'10"	10-25 Lb	Fuji Conv	Cork Tape	N/A	Composite	10+Tip	1	965, 975, 975CS, 975LD, 525Mag, 500L
NEW! GSD800L	7'10"	12-30 Lb	Fuji Conv	Cork Tape	N/A	Composite	9+Tip	1	965, 975, 975CS, 975LD, 525Mag, 500L
NEW! GSD800M	7'10"	20-50 Lb	Fuji Conv	Cork Tape	N/A	Composite	9+Tip	1	975, 975CS, 975LD, 535GS, 113HN

NEW!

Pro Guide BlueWater

Pro Guide Inshore

NEW!



Pro Guide Inshore Rods

The heart of Penn's Pro Guide Inshore Rods are: 1) quality components, 2) powerful and crisp graphite blanks, and 3) simple and distinctive threadwork. As Penn's Pro Guide Inshore Rods make their way into your hands, enjoy the tapers and actions designed for fishing inshore waters, and back-bays of coastal and inland waters. Pro Guide Inshore rods feature Fuji guides and reel seats, and only the finest quality grip materials for the best combination of looks, quality construction, and fish-fighting ability.



Fuji DPSH



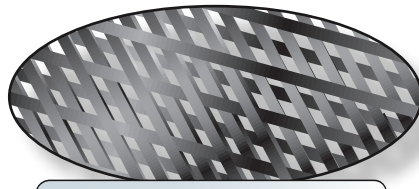
Fuji TCS



Fuji ECS



Fuji DPS



K-1 Woven Graphite Cloth

Pro Guide Kingfish Rods

Pre-fish the tournament waters, trailer the boat overnight for the captains' meeting, face six-footers at 60+ mph, and all with a pack of wolves chasing the elusive "Smoker". Welcome to the life of a Kingfish angler. As official sponsor of the SKA, Penn has been listening to top tournament captains and anglers. As a result of this research, we designed Pro Guide Kingfish Rods. Combining tapers, ideal for live-baiting kings, and top-quality components, like Fuji guides and reel seats, Penn Pro Guide Kingfish Rods will be making themselves known on the Kingfish tournament circuit. We fully expect them to be in the winner's circle more than a few times this season.

Model	Length	Line Class	Guide Type	Grip	Reel Seat	Gimbal	# Guides	Pieces	Recommended Penn Reel
PENN PRO GUIDE INSHORE RODS									
PI612S66	6'6"	6-12 Lb	Spin	Cork	Fuji DPS	N/A	6+Tip	1	430SSg, 440SSg, 260, 360
PI817S70	7'	8-17 Lb	Spin	Cork	Fuji DPS	N/A	6+Tip	1	440SSg, 450SSg, 260, 360
PI1220S70	7'	12-20 Lb	Spin	Cork	Fuji DPS	N/A	6+Tip	1	440SSg, 450SSg, 550SSg, 360, 460, 560
PI1525S70	7'	15-25 Lb	Spin	Cork	Fuji DPS	N/A	6+Tip	1	440SSg, 450SSg, 550SSg, 360, 460, 560
PI3050S70	7'	30-50 Lb	Spin	Hypalon	Fuji DPS	Aluminum	6+Tip	1	6500SS, 7500SS, 8500SS, 9500SS, 706Z
NEW! PST1530S66	6'6"	15-30 Lb	Spin	Slick Butt®	Fuji DPS	Aluminum	5+Tip	1	550SSg, 6500SS, 7500SS, 8500SS, 560, 5600L
PST1530S70	7'	15-30 Lb	Spin	Slick Butt®	Fuji DPS	Aluminum	6+Tip	1	550SSg, 6500SS, 7500SS, 8500SS, 560, 5600L
PI817C70	7'	8-17 Lb	Conv	Cork	Fuji ECS	N/A	7+Tip	1	955, 965
PI1220C70	7'	12-20 Lb	Conv	Cork	Fuji ECS	N/A	7+Tip	1	955, 965
NEW! PI1220C79	7'9"	12-20 Lb	Conv	Cork	Fuji ECS	N/A	8+Tip	1	955, 965
PI1530C70	7'	15-30 Lb	Conv	Cork	Fuji TCS	N/A	7+Tip	1	955, 965, 975, 975CS, 975LD
NEW! PI1530C79	7'9"	15-30 Lb	Conv	Cork	Fuji TCS	N/A	8+Tip	1	955, 965, 975, 975CS, 975LD
PENN PRO GUIDE KINGFISH RODS									
NEW! PK1530C70	7'	15-30 Lb	Conv	Slick Butt®	Fuji DPSH	Aluminum	9+Tip	1	975LD, 535GS, 545GS
NEW! PK1740C70	7'	17-40 Lb	Conv	Slick Butt®	Fuji DPSH	Aluminum	9+Tip	1	975LD, 535GS, 545GS, 555GS

NEW!

Pro Guide Kingfish

Pro Guide Salmon Steelhead

NEW!



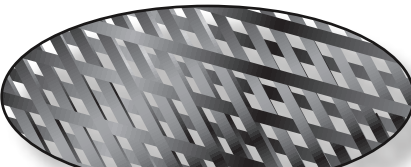
Fuji ECS/Cork



Fuji DPS/Cork



Fuji Hardloy Conventional



K-1 Woven Graphite Cloth



Fuji Hardloy Spinning



Pro Guide Salmon Steelhead Rods

Fishing big water tributaries and rivers for Salmon and Steelhead requires rods capable of handling trophy-class salmon, yet the finesse to accurately cast small spinners and plugs. Penn Pro Guide Series Salmon Steelhead Rods were designed with this task at heart. With actions and tapers designed specifically for this fishery, matched to quality components like high-modulus graphite blanks and Fuji guides and reel seats, Pro Guide Salmon Steelhead Rods will be in the arsenal of many guides and top anglers.

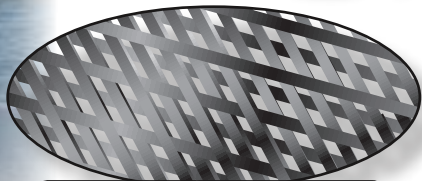
	Model	Length	Line Class	Lure Weight	Guide Type	Grip	Reel Seat	# Guides	Pieces	Recommended Penn Reel
NEW!	PI812C86ML	8'6"	8-12 Lb	3/8 - 3/4oz.	Fuji Conv	Cork	Fuji ECS	8+1	2	955, 965,
NEW!	PI812S86ML	8'6"	8-12 Lb	3/8 - 3/4oz.	Fuji Spin	Cork	Fuji DPS	7+1	2	430SSg, 440SSg, 260, 360
NEW!	PI817C86M	8'6"	8-17 Lb	3/8 - 1oz.	Fuji Conv	Cork	Fuji ECS	8+1	2	955, 965,
NEW!	PI817S86M	8'6"	8-17 Lb	3/8 - 1oz.	Fuji Spin	Cork	Fuji DPS	7+1	2	440SSg, 450SSg, 260, 360
NEW!	PI1020C86MH	8'6"	10-20 Lb	3/8 - 1 3/4oz.	Fuji Conv	Cork	Fuji ECS	8+1	2	955, 965,
NEW!	PI1020S86MH	8'6"	10-20 Lb	3/8 - 1 3/4oz.	Fuji Spin	Cork	Fuji DPS	7+1	2	440SSg, 450SSg, 260, 360, 460
NEW!	PI1225C86H	8'6"	12-25 Lb	1/2 - 2oz.	Fuji Conv	Cork	Fuji ECS	8+1	2	955, 965, 975
NEW!	PI1225S86H	8'6"	12-25 Lb	1/2 - 2oz.	Fuji Spin	Cork	Fuji DPS	7+1	2	440SSg, 450SSg, 260, 360, 460

NEW!

Pro Guide Salmon Steelhead

Pro Guide Surf

NEW!



K-1 Woven Graphite Cloth

Pro Guide Surf Rods

Do you walk the beaches for hours working jetty to jetty, rip to rip, rock pile to rock pile, making cast after cast? Do you spend dark nights with eyes glued to a light-stick attached to the tip of your bait rod? If so, you my friend are a Die-Hard Surf Angler. Die-Hard's possess an inherent knowledge of the shoreline and pride themselves on landing fish that make any boat angler "green with envy". Die-Hard Surf Anglers fish with the best equipment, and this is why we designed Penn Pro Guide Surf Rods. Penn Pro Guide Surf Rods feature Fuji guides, cork tape grips, high-modulus graphite blanks, distinctive wraps, as well as tapers and actions designed just for the surf. Available in both spinning and conventional models.

	Model	Length	Line Class	Lure Weight	Guide Type	Grip	# Guides	Pieces	Recommended Penn Reel
NEW!	PGS1017S76	7'6"	10-17 Lb	1/2 - 1 1/2 oz.	Spin	Cork Tape	6+Tip	1	440SSg, 450SSg, 550SSg, 460, 4600L,
NEW!	PGS1220S80	8'	12-20 Lb	3/4 - 2 oz.	Spin	Cork Tape	6+Tip	2	450SSg, 550SSg, 460, 560, 4600L, 5600L
NEW!	PGS1230S90	9'	12-30 Lb	1 - 4 oz.	Spin	Cork Tape	7+Tip	2	550SSg, 6500SS, 560, 5600L
NEW!	PGS1530S10	10'	15-30 Lb	2 - 5 oz.	Spin	Cork Tape	8+Tip	2	560, 5600L, 6500SS, 7500SS, 704Z, 706Z
NEW!	PGS1530S11	11'	15-30 Lb	2 - 5 oz.	Spin	Cork Tape	9+Tip	2	7500SS, 8500SS, 704Z, 706Z
NEW!	PGS1740S11	11'	17-40 Lb	3 - 8 oz.	Spin	Cork Tape	9+Tip	2	8500SS, 9500SS, 704Z, 706Z
NEW!	PGS2040S12	12'	20-40 Lb	3 - 10 oz.	Spin	Cork Tape	9+Tip	2	8500SS, 9500SS, 704Z, 706Z
NEW!	PGS1230C90	9'	12-30 Lb	1 - 4 oz.	Conv	Cork Tape	7+Tip	2	965, 975, 975CS, 525 Mag, 535GS
NEW!	PGS1540C10	10'	15-40 Lb	2 - 8 oz.	Conv	Cork Tape	8+Tip	2	975, 975CS, 525 Mag, 535GS
NEW!	PGS2040C11	11'	20-40 Lb	3 - 8 oz.	Conv	Cork Tape	9+Tip	2	975CS, 535GS, 545GS, 555GS
NEW!	PGS2040C12	12'	20-40 Lb	4 - 12 oz.	Conv	Cork Tape	9+Tip	2	975CS, 535GS, 545GS, 555GS

NEW!

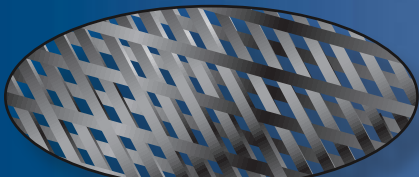
Pro Guide Surf

NEW!



Pro Guide Travel Rods

Globe trotting to fish distant, virgin waters is a recurring daydream for many anglers. And when the opportunity surfaces to fish an “exotic” location, whether on a vacation or the long ride home from work, Penn Pro Guide Travel Rods were designed with your fishing “daydreams” in mind. These rods are constructed from high-modulus graphite blanks with top-quality components, like Fuji guides and reel seats, for the ultimate in performance and reliability. Penn Pro Guide Travel Rods are shipped in a padded, travel case to ensure that all 3-pieces of the rod arrive safely.



K-1 Woven Graphite Cloth

	Model	Length	Line Class	Guide Type	Grip	Reel Seat	# Guides	Pieces	Recommended Penn Reel
NEW!	PT817C70	7'	8-17 Lb	Conv	Cork	Fuji ECS	9+Tip	3	955, 965, 525Mag
NEW!	PT1220C66	6' 6"	12-20 Lb	Conv	Cork	Fuji ECS	7+Tip	3	965, 975, 975CS, 975LD, 525Mag
NEW!	PT1530C66	6' 6"	15-30 Lb	Conv	Cork	Fuji TCS	7+Tip	3	975, 975CS, 975LD, 525Mag,
NEW!	PT612S70	7'	6-12 Lb	Spin	Cork	Fuji DPS	6+Tip	3	430SSg, 440SSg, 260, 360
NEW!	PT817S70	7'	8-17 Lb	Spin	Cork	Fuji DPS	6+Tip	3	440SSg, 450SSg, 260, 360
NEW!	PT1220S70	7'	12-20 Lb	Spin	Cork	Fuji DPS	6+Tip	3	550SSg, 460, 560

NEW!



Tuna Stick® Rods

Tuna Sticks have been a staple in the Stand-up Big Game Fishing rod market, but we threw a curve ball this year and changed the model numbers. Blanks and components still have the same tapers and quality; but in an effort to simplify the model designations, we changed the model numbers.

Sticking to its origins and impressive history, the Tuna Stick® is hand-crafted from a powerful Penn P450 Superglass™ tubular blank and matched to the highest-quality components. Tuna Sticks® feature AFTCO® Roller Guides, a machined aluminum one-piece butt, including anodized hoods and rings in the rich Penn Gold for a premium look when matched to your Penn International® Reels. The Tuna Stick® modified parabolic taper is capable of providing leverage for anglers strapped into the fighting chair, while the fast-tip sections provide Stand-up anglers the recovery power necessary when hooked into large pelagics. Great components, powerful blank materials, and quality craftsmanship built into a rod that serves equally well in the chair or at the rail.



	Model	Length	Line Class	Rod Butt	# Guides	Recommended Penn Reel
NEW!	TS3080ARA56	5 1/2'	30-80 Lb	Alum-1 pc	5+1	30T, 30S, 30TW, 30VSW, 50T, 50S, GLD30 II, GLD30, GLD50 II
NEW!	TS5010ARA56	5 1/2'	50-100 Lb	Alum-1 pc	5+1	50T, 50S, 50TW, 50VSW, 70VS, 80TW, 80STW, GLD50 II
NEW!	TS3080ARA60	6'	30-80 Lb	Alum-1 pc	6+1	30T, 30S, 30TW, 30VSW, 50T, 50S, GLD30 II, GLD30, GLD50 II
NEW!	TS5010ARA60	6'	50-100 Lb	Alum-1 pc	6+1	50T, 50S, 50TW, 50VSW, 70VS, 80TW, 80STW, GLD50 II

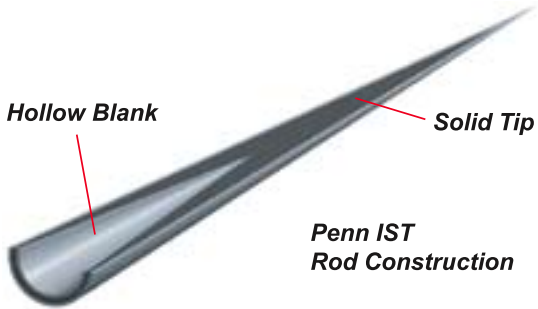




Special Senator® Rods

Special Senator® Rods offer anglers quality components like full AFTCO® guides and Penn's IST rod blank technology for improved durability and reduced weight when compared to solid glass rod blanks. Utilizing Penn's Slick Butt® for durability and reliability, Special Senator® Rods are favorites of charterboat captains. With a machined, aluminum reel seat and metal gimbal, Special Senator® Rods are capable of any bluewater challenge; and when matched with the Penn Reel of your choice, can land just about any size fish.

Model	Length	Line Class	# Guides	Recommended Penn Reel
3135ARS	6'6"	20-40 Lb	4+1	112H, GS Series, 320GT2, 320LD, 330GTi
3145ARS	6'6"	30-50 Lb	4+1	113, 113H, 113HLW, 340GTi, 345GTi
3165ARS	6'6"	40-60 Lb	4+1	113HLW, 114, 114H, 114HLW, 345GTi
3195ARS	6'6"	50-80 Lb	4+1	114HLW, 115L, 345GTi

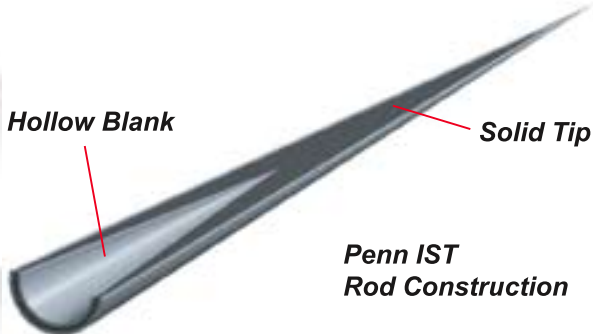


Senator® Rods

Penn Senator® Rods feature a tubular glass blank with Penn's Integrated Solid Tip (IST) for added durability, and a significant decrease in overall weight versus solid glass blanks. Other key features include AFTCO Roller stripping guide and tiptop, with chromed stainless "In-Between" guides for the best combination of line-wear protection and economy. All Senator® Rods include Penn's Slick Butt® for increased durability and ease of quickly removing the rod from the rod holder under the intense pressure of a "submarining" fish. This combination of chromed ring guides and rollers with Penn's Slick Butt® is indicated by the RS model designation.

Penn Senator® Rods also feature machined reel seats, capable of standing up to the intense pressures oversized fish can exert on tackle, and a metal gimbal for serious fishing applications. Finished in charcoal gray, Penn Senator® Rods feature a new checkered butt-wrap for improved appearance.

Model	Length	Line Class	# Guides	Recommended Penn Reel
3135RS	6'6"	20-40 Lb	4+1	112H, 535GS, 545GS, 320GT2, 320LD, 330GTi
3145RS	6'6"	30-50 Lb	4+1	113, 113H, 113HLW, 340GTi, 345GTi
3165RS	6'6"	40-60 Lb	4+1	113HLW, 114, 114H, 114HLW, 345GTi
3195RS	6'6"	60-80 Lb	4+1	114HLW, 115L, 345GTi



Senator® Wire Line Rods

Wire line trolling has seen a popular revival in the past few years. Once considered too “commercial” by sporting anglers, the simple effectiveness of wire lining to locate deep running schools of fish has swung the pendulum of public opinion. Wire lining is simply the art of trolling lures on wire line for purposes of catching gamefish. Once believed to be effective only on inshore species, many anglers have adopted wire lining for pelagics like wahoo and tuna. Sounds simple enough, but before you go and load wire onto any old reel or any old rod, you need to understand a few basics.

Wire line causes aluminum spools to pit and corrode, and with few exceptions, wire line wreaks havoc on guides. So the question remains, how do these old salts fish wire line when it is such a difficult material to fish? First, your reels, more specifically the spool on your reel, needs to be made with a material that will not develop an electrolytic difference with the wire line. The Penn 113HSP Senator® Reel has been designed with a Chrome-Over Bronze spool and is the “Go-To” reel for anglers fishing wire line. This reel safely handles wire, and it’s your best option for this type of fishing, since no other reel designed to handle wire has the cranking power, drag, and durability of the 113HSP.

As for wire line safe rods, Senator® Wire Line Rods are perfect. Guides are Fuji Silicone Nitride II for durability, and the rod blank utilizes Penn’s IST technology for increased ruggedness and performance. A machined reel seat and metal gimbal only add to the Senator® Wire Line rod’s durability, as does the Slick Butt® for easy removal of the rod under a surging Striped Bass, or better yet, a monster Wahoo.

Model	Length	Line Class	Guide Type	# Guides	Recommended Penn Reel
3130NTWL	6'6"	20-40 Lb	Fuji Silicon Nitride II	4+Tip	113HSP
3140NTWL	7'	30-50 Lb	Fuji Silicon Nitride II	4+Tip	113HSP



Senator® Charter Boat Rods

Charter fishing is by far some of the most demanding work on the planet. With customers having dropped a pretty penny for a day's fishing, charter captains have the task of finding fish on a daily basis. The last thing they want to worry about is their tackle, which is why successful charter captains fish Penn rods and reels. Taking a good piece of advice from some hardcore charter captains, we designed the new Senator® Charterboat Rods to match Penn Senator Reels. Features on the Senator® Charterboat Rods include heavy-duty wire "Foul-Proof" guides, Penn Slick Butt®, and solid-glass blanks for toughness and durability. Tip-top options include an AFTCO roller tip or a chromed stainless tip, depending on your personal preference and target price point. Either way, Senator Charterboat Rods are ideal for the charter fleet, or individual anglers looking for durability in their rods.

	Model	Length	Line Class	# Guides	Pieces	Recommended Penn Reel
NEW!	CBS3060C66	6'6"	30-60 Lb	5+Tip	1	113, 113H, 113HSP, 114, 114H, 115L, 330GTI, 340GTI, 345GTI
NEW!	CBS3060CR66	6'6"	30-60 Lb	5+Roller Tip	1	113, 113H, 113HSP, 114, 114H, 115L, 330GTI, 340GTI, 345GTI





Mariner® Stand-up Rods

Penn Mariner® Stand-up Rods feature a machined reel seat, Slick Butt®, heavy-duty, braced ceramic guides (commonly referred to as Turbo Guides), and a tough Aluminum gimbal, in addition to the lightweight, solid-glass black blank. Penn Mariner® Stand-up rods are tough, dependable, and good looking. But the obvious question is, “how tough?”

In a move not recommended for anyone with common sense and half a brain, a mate on a private boat decided he would attempt the impossible and catch a longfin stand-up style, but from a seated position, with his butt resting on the rod butt. This mate laid the rod across the transom, cranked and squatted, and cranked and squatted. Sounds idiotic; and we definitely cannot recommend anyone try it, but the Penn Mariner® Stand-up Rod handled the task.

Model	Length	Line Class	# Guides	Recommended Penn Reel
520CLST	5 1/2'	12-30 Lb	5+1	975, 975CS, 975LD, 320GT2, 320LD, 112H, GLD20, GLD20 II
530CMST	5 1/2'	20-50 Lb	5+1	330GTi, 112H, 113, 113H, GLD20, GLD20 II, GLD30, GLD30 II
560CHST	5 1/2'	30-80 Lb	5+1	340GTi, 345GTi, 114, 114H, GLD30, GLD30 II
580CHST	5 1/2'	50-100 Lb	5+1	345GTi, 114, 114H, 114HLW, 115L, GLD50 II
630CMST	6'	20-50 Lb	6+1	330GTi, 112H, 113, 113H, GLD20, GLD20 II, GLD30, GLD30 II
660CHST	6'	30-80 Lb	6+1	340GTi, 345GTi, 114, 114H, GLD30, GLD30 II
6306CMST	6'6"	20-50 Lb	6+1	330GTi, 112H, 113, 113H, GLD20, GLD20 II, GLD30, GLD30 II
NEW! 730CMST	7'	20-50 Lb	7+1	330GTi, 112H, 113, 113H, GLD20, GLD20 II, GLD30, GLD30 II

NEW!



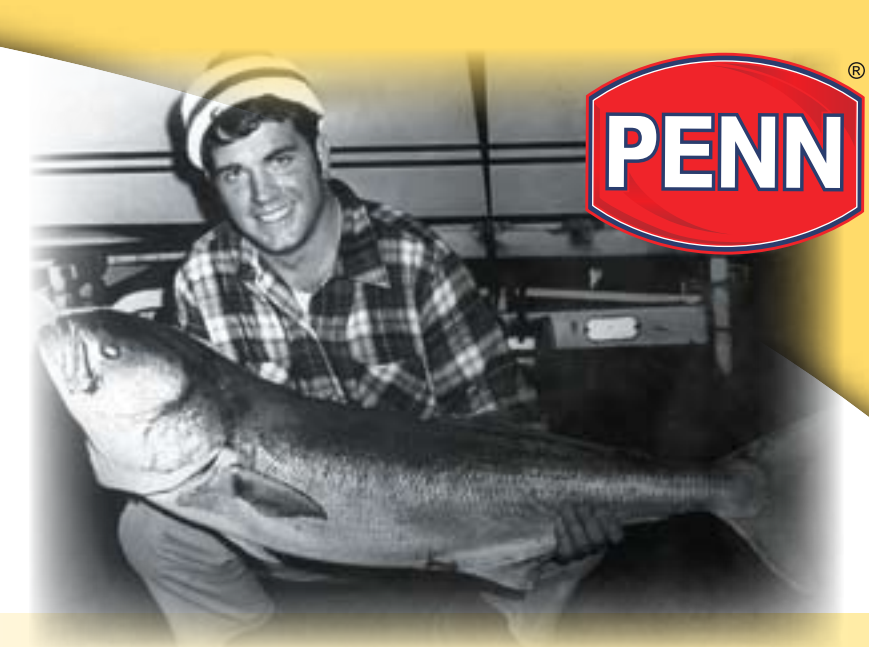
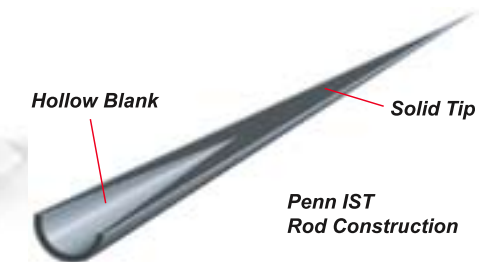
Mariner® Boat Rods

Mariner® Boat Rods cover all your inshore fishing needs, from back-bay fishing with light spinning gear, to bottom fishing with conventional boat rods, to some serious bottom fishing for monster halibut with the AFTCO Roller Tip-Topped Rod (model MB3080C56). Penn Mariner® Boat and Spinning Rods feature foam front and rear grips for comfort and durability, ceramic inserted guides, and hooded reel seats.

Constructed from solid glass blanks for durability, the Penn Mariner® is unlike typical solid-glass rods. Tapers are comparable to more expensive tubular blanks, but without the breakage issues. Weight is minimal when compared to other solid-glass rods, courtesy of some clever engineering from our rod designers, using the latest glass composite materials and construction techniques.

	Model	Length	Line Class	Guide Type	Reel Seat	Gimbal	# Guides	Pieces	Recommended Penn Reel
NEW!	MB1025C56	5'6"	10-25 Lb	Conv	Graphite	N/A	3+Tip	1	9M, 209M, 309M, 185, 190, 310GTi, 320GT2, 320LD
NEW!	MB3080C56	5'6"	30-80 Lb	Conv	Penn Aluminum	Alum	5+Roller	1	GLD20, GLD20 II, GLD30, GLD30 II, 340GTi, 345GTi, 114, 114H, 115L
NEW!	MB1530C60	6'	15-30 Lb	Conv	Graphite	N/A	4+Tip	1	9M, 209M, 309M, 185, 190, 310GTi, 320GT2, 320LD
NEW!	MB1530C66	6'6"	15-30 Lb	Conv	Graphite	N/A	4+Tip	1	9M, 209M, 309M, 185, 190, 310GTi, 320GT2, 320LD
NEW!	MB2050C66	6'6"	20-50 Lb	Conv	Graphite	N/A	4+Tip	1	209M, 309M, 185, 190, 320GT2, 320LD, 330GTi
NEW!	MB1530C70	7'	15-30 Lb	Conv	Graphite	N/A	5+Tip	1	9M, 209M, 309M, 185, 190, 310GTi, 320GT2, 320LD
NEW!	MB1025S56	5'6"	10-25 Lb	Spin	Graphite	N/A	3+Tip	1	440SSg, 450SSg, PGV2000, PGV3000, CV4000
NEW!	MB1530S60	6'	15-30 Lb	Spin	Graphite	N/A	4+Tip	1	450SSg, 550SSg, PGV3000, PGV4000, CV5000
NEW!	MB2050S66	6'6"	20-50 Lb	Spin	Graphite	N/A	4+Tip	1	550SSg, 6500SS, PGV4000, PGV6000, CV6000
NEW!	MB1530S70	7'	15-30 Lb	Spin	Graphite	N/A	4+Tip	1	450SSg, 550SSg, PGV3000, PGV4000, CV5000

NEW!



Slammer® Rods

If you are looking for a fancy, lightweight, high-modulus graphite rod capable of delicately placing a custom hand-tied fly in front of a majestic, rising fish, please turn the page quickly, 'cause this ain't your rod. On the other hand, if you want a butt-kicking, heavy-walled glass blank rod for some serious heavy-duty tough guy fishing, kick off your work boots, turn off the F350 Super Duty*, and sit back in the recliner while you check these rods out. Sometimes you just need something with guts, something heavy-duty, and ready for anything you can throw at it.

Penn Slammer® Rods are constructed from thick-walled tubular glass blanks incorporating Penn's IST Technology for durability and power. A favorite rod among wreck fishing anglers, and pier and bridge anglers, the Slammer® Rod was designed for durability. This is more of your meat and potatoes kind of rod, versus a Tofu and Bean Sprouts type of rod. It is for anglers that prefer to fish, rather than prance around the flats in a skiff commenting on the tranquility of the morning calm.

If you are thinking, am I really tough enough to fish with such a rod, no worries pal, 'cause our rod designers wouldn't let us go too far off the deep end. We tried for sand paper as grip material, citing the good grip you would get with it, but they said the EVA Foam would be more comfortable and still have a good grip. Using an actual broomstick for a blank was considered, but according to the designers, the parabolic taper of the Slammer would be more powerful and angler friendly. For guide-wraps, we thought Duct Tape was a no-brainer; again, our rod designers won this battle, so it is only quality threadwork for the Slammer Rods. Too bad, the Duct tape would have looked nice.

*F350 Super Duty is a certified tough-guy product and registered trademark of the Ford Corporation.

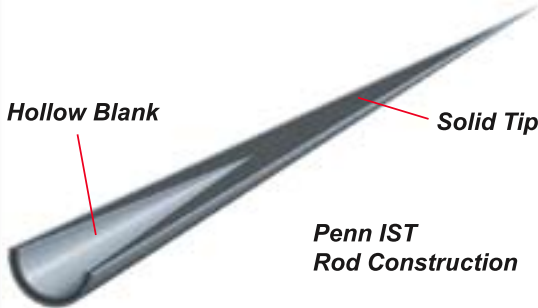
Model	Length	Line Class	Guide Type	Grip	# Guides	Pieces	Recommended Penn Reel
SLC-2660AX	6'	20-40 Lb	Conv	EVA Foam	4+Tip	1	112H, 113, 113HLW, 330GTi, 340GTi, 345GTi, 535GS
SLC-2661AX	6'6"	20-40 Lb	Conv	EVA Foam	5+Tip	1	112H, 113, 113HLW, 330GTi, 340GTi, 345GTi, 535GS
SLC-2701AX	7'	20-50 Lb	Conv	EVA Foam	6+Tip	1	113, 113HLW, 114, 114H, 330GTi, 340GTi, 345GTi, 545GS
SLS-2716M	6'6"	12-20 Lb	Spin	EVA Foam	5+Tip	1	550SSg, 6500SS, PGV3000, PGV4000, CV5000, CV6000, 460, 560
SLS-2711L	7'	10-17 Lb	Spin	EVA Foam	5+Tip	1	450SSg, 550SSg, PGV3000, PGV4000, CV4000, CV5000, 360, 460
SLS-2712	7'	10-17 Lb	Spin	EVA Foam	5+Tip	2	450SSg, 550SSg, PGV3000, PGV4000, CV4000, CV5000, 360, 460
SLS-2721H	7'	15-30 Lb	Spin	EVA Foam	5+Tip	1	6500SS, 7500SS, 8500SS, PGV6000, PGV7000, CV8000, 460, 560
SLS-2722	7'	15-30 Lb	Spin	EVA Foam	5+Tip	2	6500SS, 7500SS, 8500SS, PGV6000, PGV7000, CV8000, 460, 560

NEW!



Power Stick® Rods

With tapers designed for saltwater anglers and fisheries everywhere, Power Stick® rods are favorites of professional and novice anglers alike. Charterboats prefer Power Stick® Rods for their performance and reliability. Power Stick® fast tapers, with IST Construction, let anglers flip light jigs. A stout mid and butt section of the rod is great for handling larger fish, and heavier weights for bottom fishing.

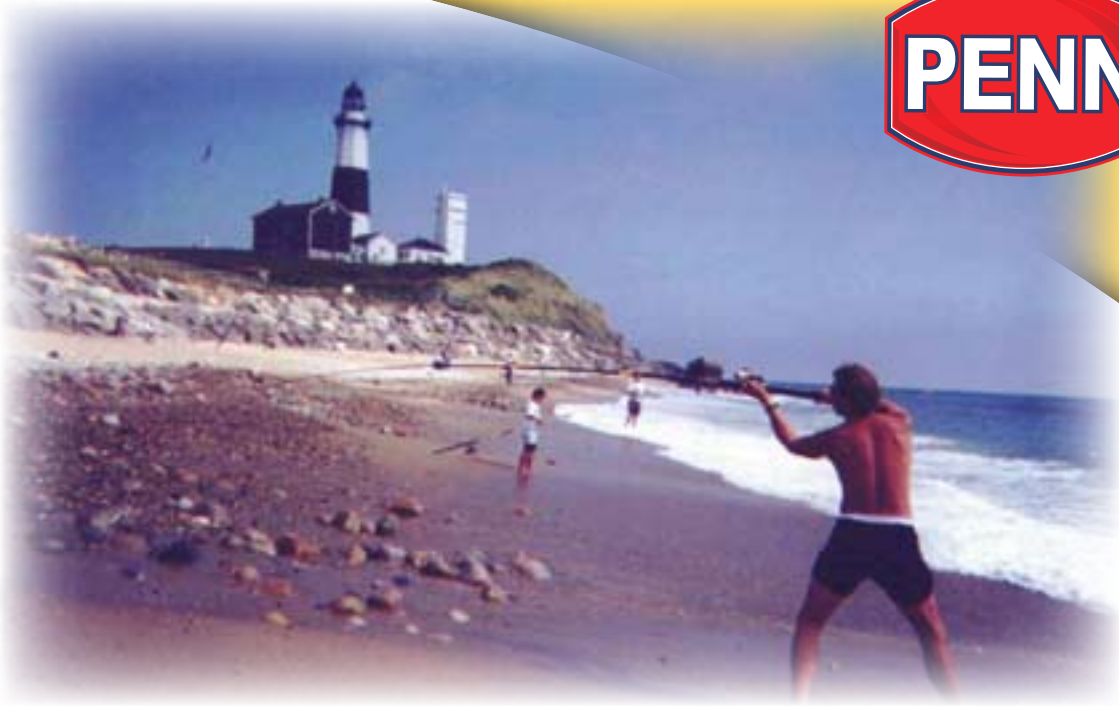


Model	Length	Line Class	Guide Type	Grip	Reel Seat	Gimbal	# Guides	Pieces	Recommended Penn Reel
PC6661MH	6'6"	15-40 Lb	Chrome Conv	EVA Foam	Graphite	N/A	7+Tip	1	320GT2, 320LD, 330GTi, 500L, 535GS, 545GS
NEW! P1230C66T	6'6"	12-30 Lb	Alum-Oxide Turbo	EVA Foam	Graphite	Graphite	6+Tip	1	310GTi, 320GT2, 320LD, 500L, 525Mag, 535GS
NEW! P1540C66T	6'6"	15-40 Lb	Alum-Oxide Turbo	EVA Foam	Graphite	Graphite	6+Tip	1	320GT2, 320LD, 330GTi, 500L, 535GS, 545GS
PC6701L	7'	12-25 Lb	Chrome Conv	EVA Foam	Graphite	N/A	8+Tip	1	310GTi, 320GT2, 320LD, 500L, 525Mag, 535GS
PC6711ML	7'	15-30 Lb	Chrome Conv	EVA Foam	Graphite	N/A	8+Tip	1	310GTi, 320GT2, 320LD, 500L, 525Mag, 535GS
PC6721M	7'	17-40 Lb	Chrome Conv	EVA Foam	Graphite	N/A	8+Tip	1	320GT2, 320LD, 330GTi, 500L, 535GS, 545GS
NEW! P1540C710C	7'10"	15-40 Lb	Chrome Conv	Cork Tape	N/A	N/A	10+Tip	1	113H, 113HN, 500L, 535GS, 545GS
PC3661MH	6'6"	20-50 Lb	Alum-Oxide Conv	EVA Foam	Graphite	N/A	6+Tip	1	330GTi, 500L, 535GS, 545GS, 555GS, 113H
PC3723	7'	15-40 Lb	Alum-Oxide Conv	EVA Foam	Trigger	Graphite	7+Tip	1	975, 975CS, 975LD, 500L, 525Mag, 535GS
NEW! P1220C66	6'6"	12-20 Lb	Alum-Oxide Conv	EVA Foam	Graphite	Graphite	7+Tip	1	310GTi, 320GT2, 320LD, 500L, 525Mag
PC3866	6'6"	15-40 Lb	Alum-Oxide Conv	EVA Foam	Graphite	Graphite	7+Tip	1	320GT2, 320LD, 330GTi, 500L, 535GS, 545GS
PC3801	7'	12-25 Lb	Alum-Oxide Conv	EVA Foam	Graphite	Graphite	8+Tip	1	310GTi, 320GT2, 320LD, 500L, 525Mag, 535GS
PC3807	7'	12-30 Lb	Alum-Oxide Conv	EVA Foam	Graphite	Graphite	8+Tip	1	310GTi, 320GT2, 320LD, 500L, 525Mag, 535GS
NEW! P4080C76T	7'6"	40-80 Lb	Alum-Oxide Conv	EVA Foam	Graphite	Aluminum	6+Tip	1	113, 113H, 113HN, 330GTi, 340GTi
PC3811	7'	12-30 Lb	Alum-Oxide Conv	EVA Foam	Graphite	Graphite	8+Tip	1	310GTi, 320GT2, 320LD, 500L, 525Mag, 535GS
PC3821	7'	15-40 Lb	Alum-Oxide Conv	EVA Foam	Graphite	Graphite	9+Tip	1	320GT2, 320LD, 330GTi, 500L, 535GS, 545GS
NEW! P1740S70SB	7'	17-40 Lb	Alum-Oxide Spin	Slick Butt	Graphite	Graphite	7+Tip	1	7500SS, 8500SS, 9500SS, 704Z, 706Z
NEW! P2050C66WL	6'6"	20-50 Lb	Carbide Conv	Slick Butt	Graphite	Graphite	4+Tip	1	113HSP
PD3880	8'	10-20 Lb	Alum-Oxide Conv	EVA Foam	Graphite	Graphite	9+Tip	2	9M, 209M, 309M, 310GTi, 320GT2, 320LD
PD3886	8'6"	8-17 Lb	Alum-Oxide Conv	EVA Foam	Graphite	Graphite	8+Tip	2	9M, 209M, 309M, 310GTi, 320GT2, 320LD
NEW! P1020GL86	8'6"	10-20 Lb	Alum-Oxide Conv	EVA Foam	Graphite	Graphite	8+Tip	2	209M, 309M, 310GTi, 320GT2, 320LD, 330GTi
NEW! P1225D90	9'	12-25 Lb	Alum-Oxide Conv	EVA Foam	Graphite	Graphite	10+Tip	2	209M, 309M, 310GTi, 320GT2, 320LD, 330GTi
NEW! P1220S60	6'	12-20 Lb	Alum-Oxide Spin	EVA Foam	Graphite	N/A	4+Tip	1	450SSg, 550SSg, 360, 460, 104CS, PGV4000
PS4811	7'	12-30 Lb	Alum-Oxide Spin	EVA Foam	Graphite	Graphite	7+Tip	1	550SSg, 6500SS, 360, 460, 104CS, PGV4000
PS4821	7'	15-30 Lb	Alum-Oxide Spin	EVA Foam	Graphite	Graphite	7+Tip	1	6500SS, 7500SS, 460, 560, 105CS, PGV6000

NEW!

Power Stick® Surf

NEW!



Power Stick® Surf Rods

While techniques and styles vary from one beach to another, one thing is constant in surf fishing - Penn. Penn Power Stick® Surf Rods were designed to fish various coastal shorelines with the right taper for your style of surf fishing. Blank construction is lightweight graphite combined with quality cork-tape handles for the ultimate in power and comfort. All Power Stick® Surf Rods feature friction-reducing, aluminum-oxide spinning guides for reduced line wear and increased casting distances.

	Model	Length	Line Class	Lure Weight	Grip	# Guides	Pieces	Recommended Penn Reel
NEW!	PSS1220S80	8'	12-20 Lb	1/4 - 2 oz.	Cork Tape	4+Tip	2	450SSg, 550SS, 360, 460, PGV4000, CV5000
NEW!	PSS1220S90	9'	12-20 Lb	1 to 5 oz	Cork Tape	4+Tip	2	550SSg, 6500SS, 460, 560, PGV6000, CV6000
NEW!	PSS1530S10	10'	15-30 Lb	1 to 5 oz	Cork Tape	4+Tip	2	6500SS, 7500SS, 560, PGV7000, CV8000
NEW!	PSS1530S11	11'	15-30 Lb	3 to 6 oz	Cork Tape	5+Tip	2	7500SS, 8500SS, PGV7000, CV8000
NEW!	PSS2040S12	12'	20-40 Lb	4 to 8 oz	Cork Tape	6+Tip	2	7500SS, 8500SS, PGV7000, CV8000

NEW!

Power Stick® Surf



Spinfisher® Surf Rods

Constructed with a powerful, lightweight graphite blank, Penn Spinfisher® Surf Rods are an even better value today than in years gone by. Guides are quality Aluminum-Oxide for decreased line wear and increased casting distance. Grip material is comfortable and durable EVA foam. Spinfisher® Surf Rods have been fished for years by countless surf anglers, who trust Penn's performance and durability. Check out Penn Spinfisher® Surf Rods at your local Penn Dealer before your next trip to the coast.

Model	Length	Line Class	Lure Weight	Grip	# Guides	Pieces	Recommended Penn Reel
SBG-9807	7'	12-20 Lb	1/4 - 2 oz.	EVA Foam	4+Tip	1	440SSg, 450SS, 550SSg, 360, 460, PGV4000, CV4000, 103CS
SBG-9808	8'	12-20 Lb	1/4 - 2 oz.	EVA Foam	4+Tip	2	450SS, 550SSg, 360, 460, PGV4000, CV5000, 103CS
SBG-9809	9'	12-20 Lb	1 to 5 oz	EVA Foam	4+Tip	2	550SSg, 6500SS, 460, 560, PGV6000, CV5000, 104CS
SBG-9810	10'	15-30 Lb	1 to 5 oz	EVA Foam	4+Tip	2	6500SS, 7500SS, 560, PGV6000, CV6000, 104CS
SBG-9811MH	11'	15-30 Lb	3 to 6 oz	EVA Foam	5+Tip	2	7500SS, 8500SS, PGV7000, CV8000, 105CS
SBG-9812H	12'	20-40 Lb	4 to 8 oz	EVA Foam	6+Tip	2	7500SS, 8500SS, PGV7000, CV8000, 105CS



Pursuit™ Rods

Penn Pursuit™ Rods were designed for recreational anglers fishing light tackle in either saltwater or freshwater. Rod actions and tapers are forgiving, yet remain powerful enough to land large trophy-sized fish, due to Penn's composite graphite blank. Pursuit™ Rods were built at a more economical price point than other Penn Rods, but with higher quality standards than competition. Penn Pursuit™ Rods will become a favorite of fishermen this season, with quality and performance wrapped into an economical package.

	Model	Length	Line Class	Guide Type	Grip	Gimbal	# Guides	Pieces	Recommended Penn Reel
NEW!	PP48S602	6'	4-8 Lb	Spin	Cork	N/A	5+Tip	2	420SSg, 430SSg, CV500, CV2000, PGV1000, PGV1500
NEW!	PP612S662	6'6"	6-12 Lb	Spin	Cork	N/A	5+Tip	2	430SSg, 440SSg, 260, CV2000, CV4000, PGV1500
NEW!	PP817S70	7'	8-17 Lb	Spin	Cork	N/A	6+Tip	1	440SSg, 450SSg, 550SSg, 360, 460, CV4000, PGV2000
NEW!	PP817S702	7'	8-17 Lb	Spin	Cork	N/A	6+Tip	2	440SSg, 450SSg, 550SSg, 360, 460, CV4000, PGV2000
NEW!	PP612S66	6'6"	6-12 Lb	Spin	Cork	N/A	5+Tip	1	430SSg, 440SSg, 260, CV2000, CV4000, PGV1500
NEW!	PP612S70	7'	6-12 Lb	Spin	Cork	N/A	6+Tip	1	430SSg, 440SSg, 260, CV2000, CV4000, PGV1500
NEW!	PP1525S70F	7'	15-25 Lb	Spin	EVA Foam	Composite	7+Tip	1	550SSg, 6500SS, 460, 560, CV5000, CV6000, PGV4000, PGV4000, 104CS
NEW!	PP1020C70	7'	10-20 Lb	Conv	Cork	N/A	7+Tip	1	955, 965, 525Mag
NEW!	PP1525C70	7'	15-25 Lb	Conv	Cork	N/A	7+Tip	1	955, 965, 525Mag, 975, 975CS



Pursuit™ Surf Rods

Surf fishing is an enjoyable outing. Summer sun, relaxing times, and catching fish. What more could any beach bum want? A Penn Pursuit™ Surf Rod and the beachcomber lifestyle. Think quality time at the beach, catching dinner for the evening, or just killing a few hours catching a passing fish or two. This is Penn Pursuit™ at its finest; and with actions designed to mimic the high-end surf rods, even die-hard surf anglers will be adding a few of these rods to their arsenal of surf tackle. Great quality at an affordable price, Pursuit™ Surf Rods will be a popular choice among surf anglers on the beaches of the East and West Coasts, and the Gulf of Mexico.

	Model	Length	Line Class	Guide Type	Grip	# Guides	Pieces	Recommended Penn Reel
NEW!	PRS1220S70	7'	12-20 Lb	Spin	EVA	4+1	2	CV4000, CV5000, PVG4000, 103CS
NEW!	PRS1220S80	8'	12-20 Lb	Spin	EVA	4+1	2	CV5000, CV6000, PGV4000, 103CS, 104CS
NEW!	PRS1225S90	9'	12-25 Lb	Spin	EVA	5+1	2	CV5000, CV6000, PGV4000, 103CS, 104CS
NEW!	PRS1530S10	10'	15-30 Lb	Spin	EVA	5+1	2	CV6000, CV8000, PGV6000, PGV7000, 104CS, 105CS
NEW!	PRS1530S11	11'	15-30 Lb	Spin	EVA	5+1	2	CV8000, PGV7000, 105CS
NEW!	PRS2040S12	12'	20-40 Lb	Spin	EVA	5+1	2	CV8000, PGV7000, 105CS



NOW AND THEN

By Kevin Martin, Penn CEO

Ask any knowledgeable angler or dealer about Penn, and they will likely mention two things: 1) durable, dependable reels that last a lifetime, and 2) parts always available, even for the older reels. Here's a story that highlights these two points.....

THEN

The year is 1939 in Palatka, Florida. A young 10-year old boy named Gene O'Connor is saving a quarter each week out of his allowance to buy a new fishing reel he's seen at the local hardware store. The reel is a new Penn Long Beach #67 with a catalin torpedo grip and a retail price marked \$14. Gene saves his quarters for many months and then the store owner gives him a discount on the reel – Gene pays only \$9. He's the happiest kid in town.

The first fish he remembers catching is a shark off the old Flagler Beach Pier. The picture here shows Gene proudly displaying his catch and his reel. Everyone remembers the first fish they ever caught, but Gene was lucky enough to have a photo taken with his first catch.

Over the years, Gene got good use out of his reel. He caught a tarpon in 1943 off the same Flagler Beach pier, and in 1964, after fishing the reel for 25-years, he caught a sailfish on a boat. Gene said he can't remember all the kingfish he caught with his Penn #67. He replaced the "old" torpedo grip with a more modern knob and never had any problem getting parts to keep the reel in perfect operating condition.

During the 1960's, Gene upgraded his tackle and purchased Penn's new gold International reels. He put the Penn #67 on the shelf where it sat for almost 40 years. Anglers never seem to throw away their Penn tackle – they represent too many memories.



NOW

Gene O'Connor is 75 years old. He's planning to take a fishing trip in Costa Rica. He decides to take along his old, trusted Penn #67 for one last adventure. "I had the idea it would be a fitting end to that reel's career," Mr. O'Connor said. "I thought it would be unique to catch something with a reel that's now on Medicare."

Sure enough, Gene was able to get a sailfish to strike the Penn #67. "On the sail's initial run, the reel handle started spinning backward," Mr. O'Connor said. "It effectively put the reel in free spool with no drag at all." He lost the sailfish, but wasn't discouraged. The reel deserved one last hurrah.

Gene went back to the lodge, opened the reel, and identified the problem. The anti-reverse gear, and the dog that engages that gear, were both worn almost round from years and years of fishing. In addition, the spring had lost its tension. "I filed the drag dog to get a sharp edge and bent the spring a little bit, and it worked perfectly."

The next day, Gene was back on the water and caught another sailfish. This time the Penn #67 came through and Mr. O'Connor got his nostalgic catch (picture above). "I wanted to get one last fish and retire the reel," Mr. O'Connor said. And that he did. Thanks for the memories Mr. O'Connor. Good things happen to young boys who save their money to buy a new fishing reel.

Conventional Combos



Senator Combo					
	Model	Reel	Line Capacity	Rod	Length
NEW!	91212	112H	375yd/30lb	S112	6' 6"
NEW!	91220	112H	375yd/30lb	PSB6620	6' 6"
	91330	113H	475yd/30lb	PBS6630	6' 6"
	91313	113H	475yd/30lb	S113	6' 6"
NEW!	91336	113HSP	575yd/30lb	P2050C66WL	6' 6"
	91464	114H	475yd/50lb	PSB6640T	6' 6"
	91414	114H	475yd/50lb	S114	6' 6"

LevelWind Combo				
Model	Reel	Line Capacity	Rod	Length
90960	209M	320yd/20lb	3360C	6'
90987	209M	320yd/20lb	GC88PT	8' 6"
93930	309M	350yd/30lb	PSB6630	6' 6"

Seaboy Combo				
Model	Reel	Line Capacity	Rod	Length
91860	185	400yd/20lb	3360SB	6'
91966	190	350yd/30lb	3366SB	6' 6"
91970	190	350yd/30lb	3370SB	7'

GT Level Wind Combo					
	<i>Model</i>	<i>Reel</i>	<i>Line Capacity</i>	<i>Rod</i>	<i>Length</i>
	93230	320GT2	320yd/20lb	PSB6630	6' 6"
	93288	320GT2	320yd/20lb	888	8' 6"
	93212	320GT2	320yd/20lb	0712	7'
	93263	320LD	320yd/20lb	PSB6630T	6' 6"
	93330	330GTi	350yd/30lb	PSB6630	6' 6"
	93331	330GTi	350yd/30lb	PSB6630T	6' 6"
<i>NEW!</i>	93366	330GTi	350yd/30lb	P2050C66WL	6' 6"

Conventional Combos

Penn Conventional Combos eliminate the guesswork when pairing the right rod with the right reel. Available in various price points, Penn Conventional Combos are an excellent choice for all anglers from beginners to seasoned "old salts" fishing bridges, piers, beaches, or boats. Penn Conventional Combos are also factory matched for balance, performance, and good looks. Who better to match a rod and reel than Penn?



Spinning Combos



Spinfisher Combo

	Model	Reel	Line Capacity	Rod	Length
NEW!	94386	430SSg	200yd/6lb	0860	6'
NEW!	94486	440SSg	200yd/10lb	0866	6' 6"
NEW!	95587	550SSg	275yd/12lb	0870	7'
NEW!	95517	550SSg	275yd/12lb	1710	7'
	97517	7500SS	250yd/20lb	1712	7'

Power Graph® V Combo

	Model	Reel	Line Capacity	Rod	Length
NEW!	98160	PGV 1000	190yd/6lb	PP48S602	6'
NEW!	98166	PGV 1500	210yd/8lb	PP612S662	6' 6"
NEW!	98270	PGV 2000	220yd/10lb	PP612S70	7'
NEW!	98370	PGV 3000	210yd/12lb	PP817S70	7'
NEW!	98470	PGV 4000	200yd/15lb	PP1525S70F	7'
NEW!	98471	PGV 4000	200yd/15lb	PRS1220S70	7'
NEW!	98680	PGV 6000	250yd/15lb	PRS1220S80	8'
NEW!	98790	PGV 7000	250yd/20lb	PRS1225S90	9'

Silver Series Combo

	Model	Reel	Line Capacity	Rod	Length
	90350	103CS	250yd/10lb	6050	6' 6"
NEW!	90371	103CS	250yd/10lb	PP612S70	7'
	90476	104CS	250yd/12lb	3476	7'
NEW!	90471	104CS	250yd/12lb	PP817S70	7'
	90510	105CS	275yd/15lb	3210P	9'
NEW!	90592	105CS	275yd/15lb	PP1525S70F	9'

Captiva™ Combo

	Model	Reel	Line Capacity	Rod	Length
	99502	CV500	100yd/4lb	CV502UL	5'
	99266	CV2000	220yd/6lb	CV662L	6' 6"
	99466	CV4000	200yd/10lb	CV662MH	6' 6"
	99470	CV4000	200yd/10lb	CV701MH	7'
	99570	CV5000	200yd/12lb	CV702MH	7'
	99670	CV6000	225yd/16lb	CV701H	7'
	99690	CV6000	225yd/16lb	CV902MH	9'
	99810	CV8000	275yd/20lb	CV102H	10'

Captiva™ Live Liner® Combo

	Model	Reel	Line Capacity	Rod	Length
	99471	CLL4000	250yd/10lb	CV701MH	7'
	99571	CLL5000	200yd/12lb	CV701H	7'
	99671	CLL6000	225yd/16lb	CV701H	7'

Spinning Combos

Taking the guesswork out of matching the right rod with the right reel, Penn Spinning Combos are factory matched for balance, performance, and appearance. Available in various price points, Penn Spinning Combos are an excellent choice for all anglers, from beginners to seasoned "old salts".



Spinning Combos



Penn Fathom-Master® Downriggers

Whether plying the deep lakes for salmon, sinking a ribbonfish for a smoker, or trolling the cold waters of the Pacific Northwest, Penn Fathom-Master® Downriggers are the downrigger of choice due to their reliability and durability. Available in both a 24-inch or a 48-inch boom, Penn Fathom-Master® Downriggers were designed for both freshwater and saltwater use. Made only with the finest materials for corrosion-resistance and performance, Penn Fathom-Master® Downriggers are a common sight on charter boats throughout the Great Lakes and Pacific Northwest, and tournament boats of the SKA. Do you think that these captains would trust their equipment to just any downrigger? They have chosen Penn because it works, day after day, trip after trip, tournament after tournament.

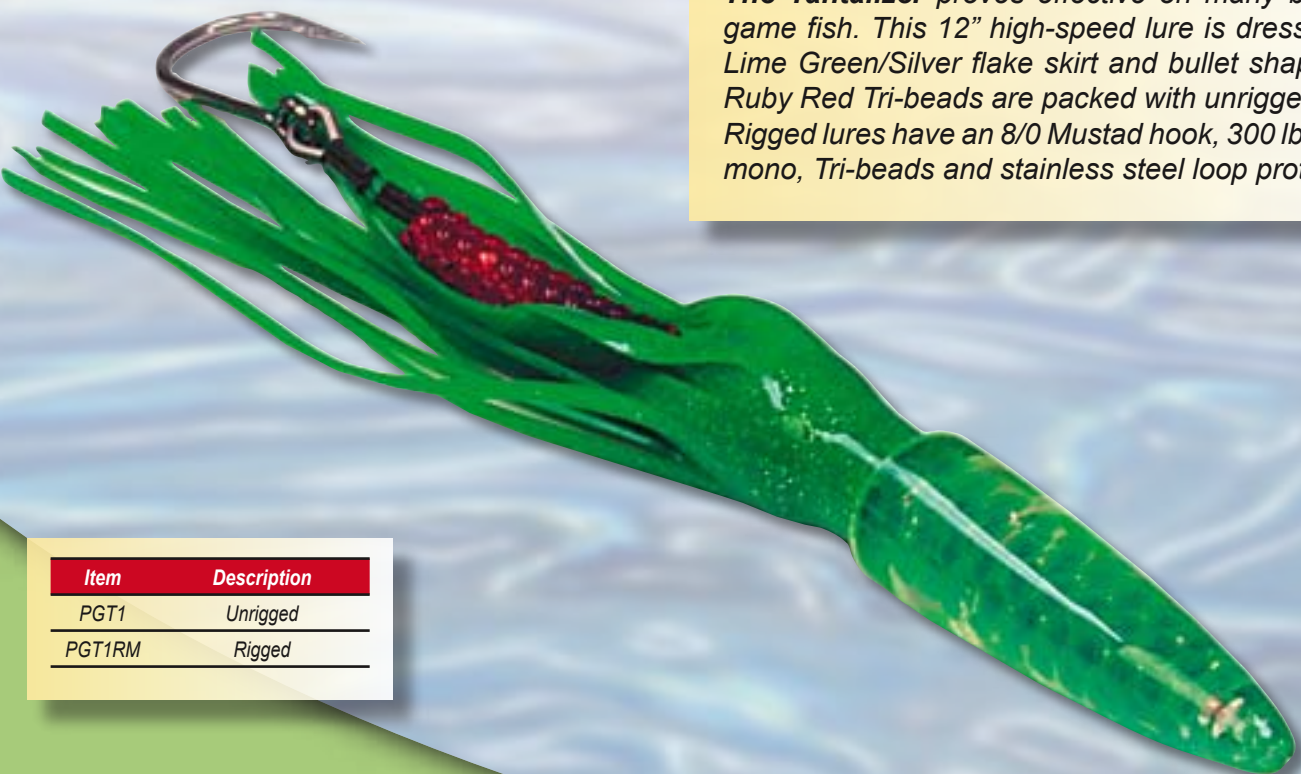
Model	Boom Length	Cable	Weight
Fathom Master			
600NW	24inches	200ft included	Not included
625NW	48inches	200ft included	Not included



Penn Fathom-Master® Accessories

Penn offers a wide variety of downrigger accessories. From the Quick Mount adapters (Penn 632, 634) that enable anglers to instantly convert a rod holder to a downrigger attachment point; to an adjustable fixed base (Penn 622ASM) that can be mounted on the transom, or side-mounted for increased cockpit space; to the important accessories like the downrigger weight (Penn 10W) and the release clip (Penn 354-POR1), Penn Fathom-Master® Accessories maximize the performance of your downrigger. For additional accessories, not shown here, visit our website at www.pennreels.com and click on our accessories page.

Model	Description	Specifications, Product Info
Fathom Master		
632	Penn Quick Mount Jr.	9" long, 1 1/2" O.D
634	Penn Quick Mount Sr.	12" long, 1 11/16" O.D.
638	Fathom Master Boom Extension Kit	Convert 24" Boom to 48" Boom
610RH	Fathom Master Rod Holder	Stainless and Lexan Construction
622ASM	Adjustable Swivel-Matic® Base	360 Degree, 36 Position Rotation
10W	Fathom-Trol® Downrigger Weight	10lb trolling weight
354-POR1	Penn Offshore Release System	Adjustable Clothespin Style Release



The Tantalizer proves effective on many blue water game fish. This 12" high-speed lure is dressed with a Lime Green/Silver flake skirt and bullet shaped head. Ruby Red Tri-beads are packed with unriggered models. Riggered lures have an 8/0 Mustad hook, 300 lb. Billfisher mono, Tri-beads and stainless steel loop protector.

Item	Description
PGT1	Unriggered
PGT1RM	Riggered

Aluminum Sleeves

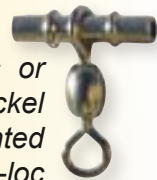
Highest-quality soft aluminum sleeves. Packed in printed poly bag with zip-loc closure.



Item	Fits Mono	Pack
P.8AL	40-60	50/pk
P1.2AL	80-100	40/pk
P1.5AL	130-150	30/pk
P1.7AL	200	18/pk
P2.0AL	250-300	15/pk
P2.3AL	400+	12/pk
P2.8AL	400+	10/pk

Sleeve Swivels

Ideal for making rigs or spreader bars. Nickel plated. Packed in printed poly bag with zip-loc closure.



Item	Description	Pack
P1.6-3	1.6 Sleeve - #3 Swivel	10/pk
P2.3-2/0	2.3 Sleeve - #2/0 Swivel	10/pk
P3.5-3/0	3.5 Sleeve - #3/0 Swivel	10/pk

Double Sleeves

Highest-quality double sleeves. All sleeves are black except the 2.3 sleeve, which is nickel plated. Packed in printed poly bag with zip-loc closure.



Item	Finish	Fits Mono	Pack
P1.0B	Black	80-100	50/pk
P1.3B	Black	125-130	35/pk
P1.6B	Black	150-200	25/pk
P1.9B	Black	250	20/pk
P2.2B	Black	300-400	20/pk
P2.3N	Nickel	400	15/pk

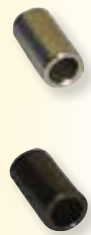
Copper oval sleeves with black plating. Packed in printed poly bag with zip-loc closure.



Item	Fits Mono	Pack
PMSS.8B	40-60	35/pk
PMSS1.0B	80	30/pk
PMSS1.3B	100-130	25/pk
PMSS1.5B	150-200	20/pk

Leader Sleeves

High-quality nickel or black plated brass leader sleeves. Packed in printed poly bag with zip-loc closure.



Item	ID	Finish	Fits Mono	Pack
P1N	.033	Nickel	4-10	50/pk
P2N	.041	Nickel	12-30	40/pk
P3N	.065	Nickel	25-50	35/pk
P3.5N	.071	Nickel	50-60	30/pk
P4N	.080	Nickel	60-80	25/pk
P5N	.096	Nickel	80-130	20/pk
P6N	.131	Nickel	150-220	15/pk
P1B	.033	Black	4-10	50/pk
P2B	.041	Black	12-30	40/pk
P3B	.065	Black	25-50	35/pk
P3.5B	.071	Black	50-60	30/pk
P4B	.080	Black	60-80	25/pk
P5B	.096	Black	80-130	20/pk
P6B	.131	Black	150-220	15/pk

2-Ring Ball Bearing Snap Swivels

Ball bearing snap swivels are made with the highest quality materials available. All snap swivels have a nickel-black finish and feature an extra strong stainless steel black snap. Packed in printed poly bags with zip-loc closure.



Item	Size	Test	Pack
PBBSS2	2	30 lb.	4/pk
PBBSS3	3	50 lb.	4/pk
PBBSS4	4	75 lb.	3/pk
PBBSS5	5	100 lb.	3/pk
PBBSS6	6	175 lb.	3/pk
PBBSS7	7	200 lb.	2/pk
PBBSS8	8	225 lb.	2/pk
PBBSS9	9	300 lb.	2/pk
PBBSS10	10	450 lb.	1/pk

Ball Bearing Swivels

Ball bearing swivels are made with the highest quality materials available. All swivels have a nickel-black finish. Packed in printed poly bags with zip-loc closure.



Item	Size	Test	Pack
PBBS2	2	50 lb.	5/pk
PBBS3	3	100 lb.	5/pk
PBBS4	4	150 lb.	4/pk
PBBS5	5	175 lb.	4/pk
PBBS6	6	200 lb.	4/pk
PBBS7	7	250 lb.	3/pk
PBBS8	8	300 lb.	3/pk
PBBS9	9	400 lb.	2/pk
PBBS10	10	500 lb.	2/pk

Ball Bearing Double Snap Swivels

Ball bearing double snap swivels are ideal where double leader/lure attachment is necessary, along with the added convenience of smooth swivel rotation. Swivels have a nickel-black finish. Packed in printed poly bag with zip-loc closure.



Item	Test	Pack
PBBDSS5	100 lb.	3/pk
PBBDSS7	200 lb.	2/pk



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PO Box 459 Morehead City, NC 28557
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Stainless Steel Swivels

Stainless Steel Swivels

"All Stainless Steel Construction", with a nickel black finish. Super strong breaking strength in a compact size. Available in constant cost 5 or 10 pack. Packed in Poly zip-loc bags.



Item	Size	Test	Pack
PSSS14	14	70 lb.	10/pk
PSSS12	12	100 lb.	10/pk
PSSS10	10	150 lb.	10/pk
PSSS7	7	180 lb.	10/pk
PSSS5	5	220 lb.	10/pk
PSSS3	3	310 lb.	10/pk
PSSS1	1	500 lb.	5/pk
PSSS1/0	1/0	600 lb.	5/pk

Swivels & Snaps

Duo-Lock Snaps

Strong stainless steel with black finish.



Item	Size	Pack
PDL1B	1	10/pk
PDL2B	2	10/pk
PDL3B	3	10/pk
PDL4B	4	10/pk
PDL5B	5	10/pk
PDL6B	6	10/pk

Inline Swivels

Inline swivels have added strength and a compact shape making them ideal for large catches and easy lure retrieval. Swivels have a nickel-black finish. Packed in printed poly bags with zip-loc closure.



Item	Test	Pack
PHSB3	150 lb.	5/pk
PHSB4	300 lb.	5/pk
PHSB5	450 lb.	4/pk
PHSB6	700 lb.	4/pk
PHSB7	950 lb.	4/pk
PHSB8	1100 lb.	3/pk

Barrel Swivels And Coastlock Snap Swivels

All barrel swivels and coastlock snap swivels are manufactured with nickel-black finish. Packed in printed poly bags with zip-loc closure.

Barrel Swivels



Item	Size	Test	Pack
PBCBS12	12	20 lb.	20/pk
PBCBS10	10	30 lb.	20/pk
PBCBS7	7	75 lb.	18/pk
PBCBS5	5	90 lb.	15/pk
PBCBS3	3	100 lb.	12/pk
PBCBS1	1	150 lb.	10/pk
PBCBS20	2/0	225 lb.	8/pk
PBCBS40	4/0	350 lb.	6/pk

Coastlock Snap Swivels



Item	Size	Test	Pack
PBCSS10	10	30 lb.	4/pk
PBCSS7	7	75 lb.	4/pk
PBCSS5	5	90 lb.	4/pk
PBCSS3	3	100 lb.	4/pk
PBCSS1	1	150 lb.	4/pk
PBCSS20	2/0	225 lb.	3/pk
PBCSS40	4/0	350 lb.	2/pk

Double Snap Swivels

Double snap swivels are ideal where double leader/lure attachment is needed. Swivels have a nickel-black finish. Packed in printed poly bags with zip-loc closure.



Item	Test	Pack
PDSS75	75 lb. - Dolphin	4/pk
PDSS135	135 lb. - Sailfish	4/pk
PDSS200	200 lb. - Marlin	3/pk
PDSS300	300 lb. - Tuna	2/pk

Rigging Accessories

Glass Outrigger Rings

Dependable glass rings are ideal outrigger eyes and outlive standard plastic rings.



Item	Pack
POR	2/pk

Rigging Wire

Soft copper rigging wire. Ideal for sewing bait or rigging Ballyhoo. Fifty pieces of 9" or 14" wire in a plastic tube.

Item	Description	No. Pieces in Tube
P950-BW	9" Wire	50
P1450-BW	14" Wire	50



Thimbles

Thimbles are available in stainless steel or luminous plastic.

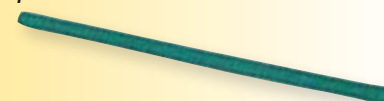


Item	Description	Fits Mono	Pack
PSSTHS-10	Stainless	Up to 200#	10/pk
PSSTHM-10	Stainless	200-400#	10/pk
PSSTHS-50	Stainless	Up to 200#	50/pk
PSSTHM-50	Stainless	200-400#	50/pk
PPTH-10	Plastic	Up to 400#	10/pk
PPTH-50	Plastic	Up to 400#	50/pk

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Loop Protectors

Spring-type loop protectors are designed to add chafing protection to monofilament.



Item	Approx. Mono Test	Pack
PLP1.5	80-130	10/pk
PLP1.7	150-200	10/pk
PLP2.0	250-300	10/pk
PLP2.3	400	10/pk

Rigging Kit

The Penn International® rigging kit contains 350 of the most popular items for offshore rigging. Comes in a handy storage box containing:



Qty.	Size	Item
100	1.3	Black Double Sleeves
100	1.6	Black Double Sleeves
50	1.9	Black Double Sleeves
50	2.2	Black Double Sleeves
25	Small	Stainless Thimbles
25	Large	Nylon Thimbles

Rigging Needles

Stainless steel open-eye rigging needles. Nine-inch needles are packed in a reusable plastic tube.



Item	Length	Pack
PBN9-3PK	9"	3/pk

Rigging Springs

The stainless steel rigging spring is the ideal item to quickly rig Ballyhoo, Cigar minnows, or other natural baitfish. Eliminates the need for wire or rubber bands. Allows you to rig a bait in seconds and keep the bait's mouth tightly closed while trolling. Complete with instructions. Available in a standard size or large to fit a Horse Ballyhoo.

Item	Size	Pack
PRS	Regular	10/pk
PLRS	Large	10/pk



Leader Coils

Superior premium leader material with exceptional strength to diameter ratio. As with all Penn International® products, this leader material is designed for saltwater use. Maximum shock and abrasion resistance. 100 yard coils come complete with sleeve chart for easy reference. 80 test through 400 test are in clear color. 400 test is also available in black. Packed in a poly zip-loc bag.



Item	Description	Pack
PLC100-80	80 test - clear	1/pk
PLC100-100	100 test - clear	1/pk
PLC100-130	130 test - clear	1/pk
PLC100-150	150 test - clear	1/pk
PLC100-200	200 test - clear	1/pk
PLC100-250	250 test - clear	1/pk
PLC100-300	300 test - clear	1/pk
PLC100-400	400 test - clear	1/pk
PLC100B-400	400 test - black	1/pk



Crimpers

Leader Crimping Kit

This kit contains a 5.5" stainless steel multi-notch crimper, 30 feet of 30 lb. test coated cable, and 36 #3 black sleeves.



Item	Pack
PCK	1/pk

Heavy Duty Hand Swager

This professional adjustable hand swager will handle crimps from 1.0mm to 4.2mm with ease. Tool is sixteen inches long with non-slip grips. Crimping head has five fixed positions. Our highest quality hand crimper.



Item	Pack
PCH18-DLX	Bulk

Deluxe Hand Crimper

Deluxe quality hand swager. Special heat-treated satin-finish jaws and chrome handles for maximum corrosion resistance. Four position tool crimps wire and mono from 50 lb. to 450 lb. test. Complete with hardened side cutter. Individually bubble packed. The perfect tool for a professional crimp on Penn International® double or aluminum sleeves. Available with a cushioned non-slip grip.



Item	Pack
PCN10G-DLX	1/pk

Heavy Duty Crimper

Our patented hinged-jaw crimper easily compresses the toughest leader sleeves. The hinged jaw gives the angler substantially more leverage than the standard center-pin jaw crimpers. Heat-treated material will last for many years. Complete with EVA cushion grips and a three-year warranty.



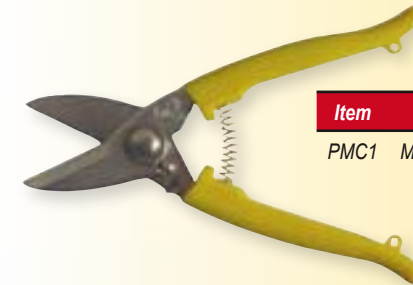
Item	Pack
PHD800	1/pk

Tools



Mono Cutter

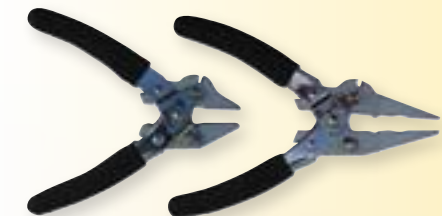
This stainless steel mono cutter is truly a precision tool. One blade is serrated while the other is machine ground for easy cutting. These blades provide the closest tolerances possible. With this quality tool, you will cut mono cleanly every time and leave no troublesome burrs.



Item	Description	Pack
PMC1	MONO CUTTER	1/pk

Sport Pliers

The Penn International® Sport Pliers are made for the serious fisherman and are loaded with innovative features. Our exclusive slide-style cutter cleanly cuts mono, wire and cable, even single-strand. Easily cuts 900 lb. test cable or #3 single strand wire. Both Pliers feature specially-treated satin jaws and chrome-plated handles for maximum corrosion resistance making them perfect for fresh or saltwater use. Available with a rugged non-slip cushion grip. Spring-loaded handles keep the pliers in an open and comfortable position.



Item	Pack
PDSMP6G	1/pk
PDSMP6LG	1/pk

Accessories

Plier Sheaths

Penn International® Plier Sheaths are made from wear-resistant, lightweight materials. They feature fold-over velcro closures, belt attachment loop, and embroidered Penn logo tab. Available in two sizes to fit both styles of Penn International® Sport Pliers.



Item	Description	Pack
PS6	6"-For 6" Deluxe Pliers	1/pk
PS65	6.5"-for 6" Long Nose Pliers	1/pk

Reel Leash

Clip your rod and reel to boat or holder with this 1" x 120" strap and brass trigger clips.



Item	Pack
PRL	1/pk

Super Pad Fight Belt

This fight belt features an oval/notch cup that allows for a long radius pump action of the rod. Extra large groin pad with wide 2" velcro belt and stainless steel removable gimbal rod pin. Featuring an embroidered "Penn Reels" logo.



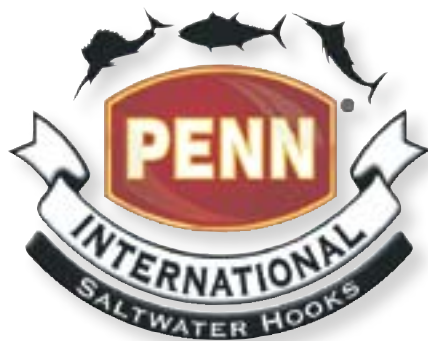
Item	Pack
PSB	1/pk

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service@pennfishingtackle.com
www.pennfishingtackle.com

Penn Hooks

PENN and Eagle Claw, two of the few remaining American manufacturing companies in the fishing industry, have teamed up to introduce a line of innovative saltwater hooks – PENN INTERNATIONAL® SALTWATER HOOKS. Only the finest high-carbon steel was used to construct the “longest-lasting, most corrosion-resistant hooks to ever hit the saltwater market.” Using a needle-point design, these hooks will maintain sharpness under any condition. The hooks feature three new finishes specifically designed for salt water and have received a 10x rust-resistant rating – Eagle Claw’s highest to date. Penn International Saltwater Hooks are available in a wide range of styles and sizes to suit any saltwater fishing situation. Packs of hooks retail for \$9.99. Visit www.pennreels.com to learn more about Penn Saltwater Hooks.

Penn hooks are available through many fine tackle dealers throughout the country. If your local dealer does not carry Penn hooks, simply ask them to place a special order for you. Most dealers are more than willing to get you the products you want.



For Product and Dealer Information contact:
Eagle Claw Fishing Tackle, 4245
E. 46th Ave, Denver, Co. 80216
Phone: 720-941-8700
Fax: 303-321-4750 E-Mail
custsvc@eagleclaw.com Web:
www.eagleclaw.com



Penn Tackle Storage

Complement your Penn rods and reels with Penn Tackle Storage by Plano. Built with quality and performance in mind, Penn Tackle Storage keeps you organized and looking good, and with as much junk that anglers can accumulate, you really do need at least one more tackle box or soft bag, if not two. And besides, if you have an extra tackle bag, think of all the other lures and jigs you can buy to fill it.

Penn Tackle Storage is available through many fine tackle dealers throughout the country. Should your local dealer not stock Penn Tackle Storage, simply ask them to place a special order for you. Most dealers are more than willing to get you the products you want.



- Model 3372 - Penn Center Console Tackle System by Plano**
- Includes 2 – 3740 and 2 – 3741 waterproof utility boxes
 - Plano HardBottom™ protects against moisture
 - Non-corrosive zippers
 - Rubberized mesh external pockets
 - Blue
 - 19"L x 13"W x 13"H

- Model 4510-29 - Penn Rod Tube by Plano**
- Adjustable removable shoulder strap •
 - 4.5" diameter tube •
 - Adjusts to 8.5 feet •
 - Foam padding protects rod tips •
 - 4.5" dia x 64" to 106"



- Model 737 - Penn Hard Tackle System by Plano**
- 3 large pull-out drawers •
 - 2 removable bait racks •
 - 3 – 3540 waterproof utility boxes •
 - 1 – 3645 water proof utility box •
 - 1 pack INHIBITOR™ rust preventative chips •
 - White/Blue •
 - 21.25"L x 12"W x 12"H •



For Product and Dealer Information contact:
Plano Molding Company
Attn: Customer Care Department
431 East South Street Plano, IL 60545
1-(800) 226-9868 E-mail customercare@planomolding.com



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- Hats & Viscors
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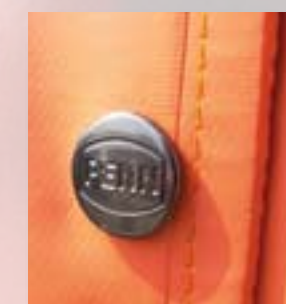
Visit the Penn Store at www.pennreels.com/store.htm for Penn's full line of apparel. Order information available online or through the Toll Free Number above.

Penn Foul Weather Gear

Fishing always seems to get better when the weather turns for the worse; and with Penn Foul-Weather Gear, at least you'll stay dry. Penn Foul-Weather Gear is constructed from Commercial Grade PVC for the ultimate in durability and wearability. Other great features include Penn's Neoprene Dry Sleeve, preventing seawater from soaking your shirt sleeve, and heavy-duty poly-buckles on the Bibs for long lasting wear and ease of operation. Unlike other Rain Gear, Penn Foul-Weather Jackets feature No-Rust, heavy-duty snaps that are designed for life on the sea. Rain Gear is available in Safety-Orange or Penn Blue.



Heavy-Duty Poly-Buckle



Penn No-Rust Heavy-Duty Snaps



Penn Neoprene Dry Sleeve

Penn Foul-Weather Boots

Penn Foul-Weather Boots complete the ensemble, and will keep your feet dry. Available in various price points, all Penn Boots are designed for life on the water, and feature non-marking soles.



See your local Penn Dealer for Penn Foul-Weather Gear.

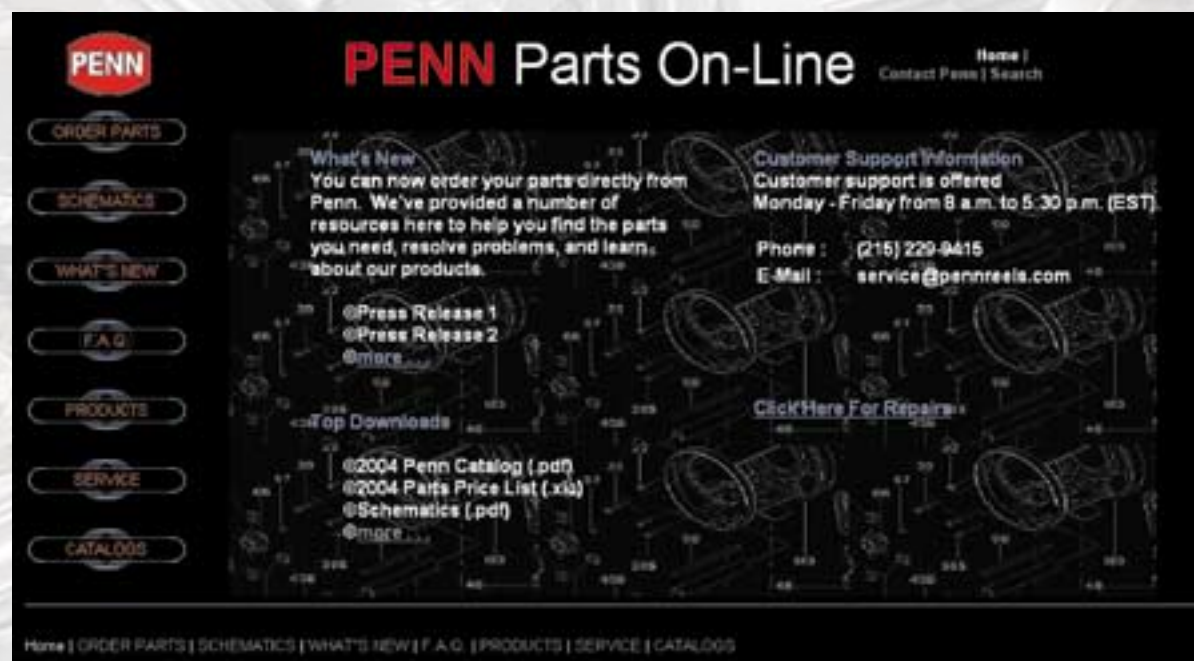
Penn Foul-Weather Gear

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Ninilchick, AK 99639
(907) 567-1098

Taku Reel Repair
9150 Skywood Lane
Juneau, AK 99801
(907) 789-2448

California

Angler's Center
419 Old Newport Blvd.
Newport Beach, CA 92663
(949) 642-6662

Bob Sands Tackle
6743 Sepulveda Blvd
Van Nuys, CA 91411
(818) 994-1822

Fisherman's Hardware
16942-D Gothard Street
Huntington Beach, CA 92647
(714) 841-6878

Fisherman's Landing
2838 Garrison St.
San Diego, CA 92106
(619) 222-0391

Fisherman's Warehouse
4178 E. Ashlan Avenue
Sacramento, CA 93726
(559) 225-1838

Sav On Tackle
9917 Orr & Day Rd.
Santa Fe Springs, CA 90670
(562) 864-2911

The Longfin
133 So. Yorba Street
Orange, CA 92689
(714) 638-8010

The Tackle Box
1012 N Davis Street
Marathon, CA 93907
(831) 757-9797

Connecticut

Fisherman's World
2 Liberty Square
E. Norwalk, CT 06855
(203) 866-1075

Hillyer's Tackle Shop
374 Rope Ferry Road
Waterford, CT 05385
(860) 443-7615

J & B Tackle
25 Smith Avenue
Niantic, CT 06357
(860) 739-7419

River's End Tackle
440 Boston Post Rd.
Old Saybrook, CT 06475
(860) 388-2283

Delaware

Old Inlet Bait & Tackle
Box 129, HWY 1
Rehoboth Beach, DE 19971
(302) 227-7974

Florida

Captain Harry's
100 NE 11 St
Miami, FL 33132
(305) 374-4661

Dave's Parts & Service
1312 U.S. Hwy 19 North
Holiday, FL 34691
(727) 942-8944

Economy Tackle
6018 S. Tamiami Trail
Sarasota, FL 34231
(941) 922-9671

Half-Hitch Tackle & Marine
2206 Thomas Drive
Panama City, FL 32408
(850) 234-2621

Kel's Rod and Reel Service
430 East Semoran
Casselberry, FL 32707
(407) 834-3004

Lott Brothers Inc.
631 Northlake Blvd.
North Palm Beach, FL 33408
(561) 844-0244

The Fishin' Shack
3514 S. Atlantic Ave.
Daytona Beach, FL 32127
(386) 788-2120

The Tackle Box
1901 Overseas Hwy
Marathon, FL 33050
(305) 289-0540

Thrifty Bait & Tackle
6300 Yukon Rd
Jacksonville, FL 32244
(904) 783-0339

Hawaii

S. Tokunaga Store
26 Hoku St
Hilo-Hawaii, HI 96720
(808) 935-6965

Louisiana

Professional Sport Shop
920 Julia Street
New Orleans, LA 70113
(504) 522-3771

Massachusetts

Bucko's Parts & Tackle Service
191 Stafford Rd.
Fall River, MA 02721
(508) 674-7900

Fisherman's Outfitter
20 Main Street
Gloucester, MA 01930
(781) 834-3750

Red Top Sporting Goods
265 Main Street (Route 6)
Buzzards Bay, MA 02532
(508) 759-3371

Maryland

Ake's Marine, Inc.
12930 Sunset Avenue
Ocean City, MD 21842
(410) 213-0783

Maine

Luke's Reel Repair
RTE 35, Alewife Road
Kennebunk, ME 04043
(207) 985-2492

Saco Bay Tackle Co
979 Portland Rd. Rte 1
Saco, ME 04072
(207) 284-4453

Missouri

Outdoor World Repair
2300 E. Turner, Suite M
Springfield, MO 65803
(417) 873-5274

North Carolina

Red Drum Tackle, Inc.
Highway 12
Buxton, NC 27920
(252) 995-5414

New Jersey

Blackwater Sports Center
228 North Delsea Drive
Vineland, NJ 08360
(856) 691-1571

Fisherman's Headquarters
280 West Ninth Street
Ship Bottom, NJ 08008
(609) 494-5739

Julian's Bait Company
990 Route 36
Atlantic Highlands, NJ 07716
(732) 291-0050

Newark Sinker Company
101 Route 46 East
Pine Brook, NJ 07058
(973) 575-1995

Smuggler's Cove
370 83rd Street
Stone Harbor, NJ 08247
(609) 368-1700

New York

Augie's Custom Tackle
450 Fire Island Avenue
Babylon, NY 11702
(631) 669-9837

Sea Isle Custom Rod Builders
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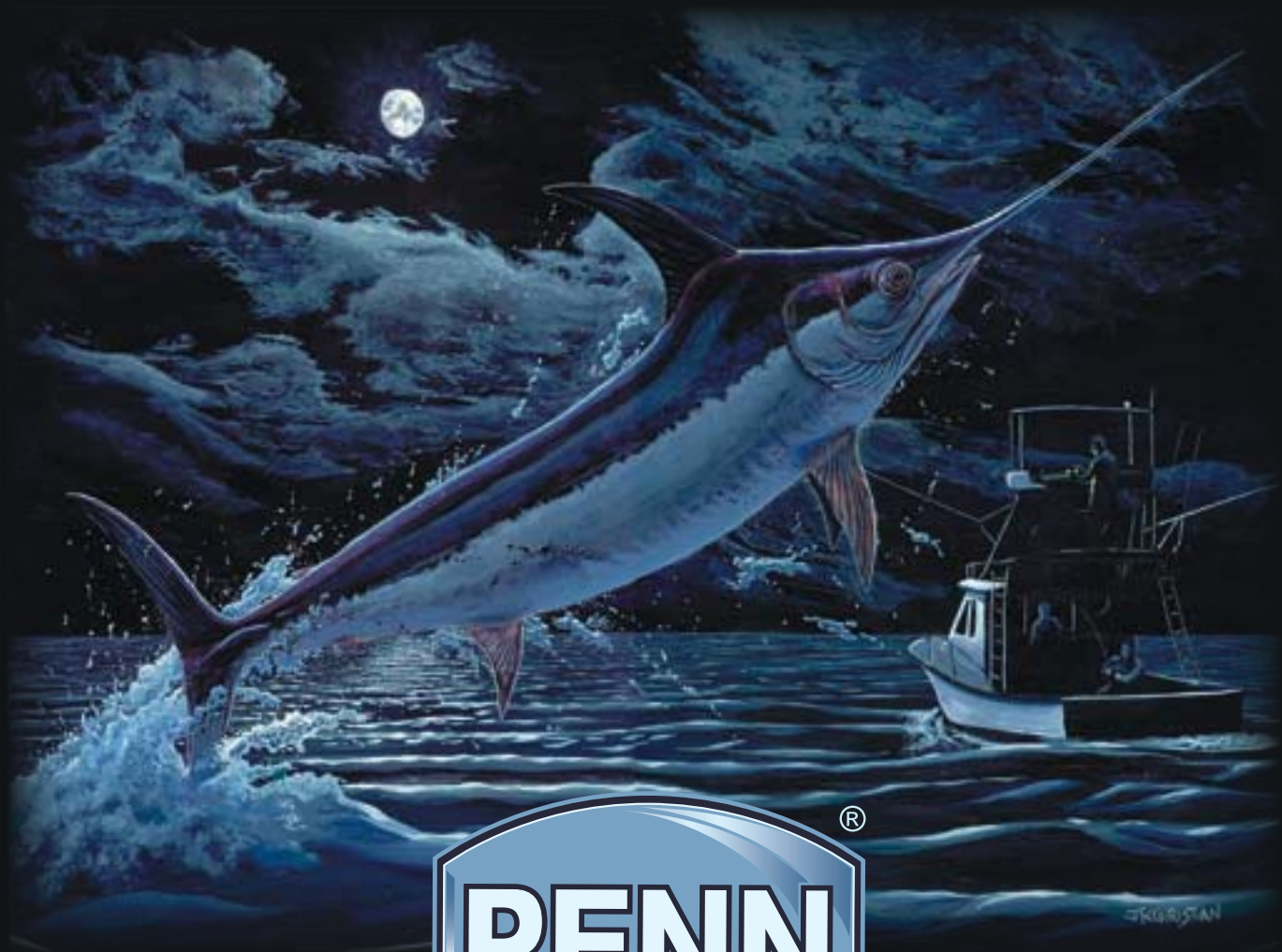
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