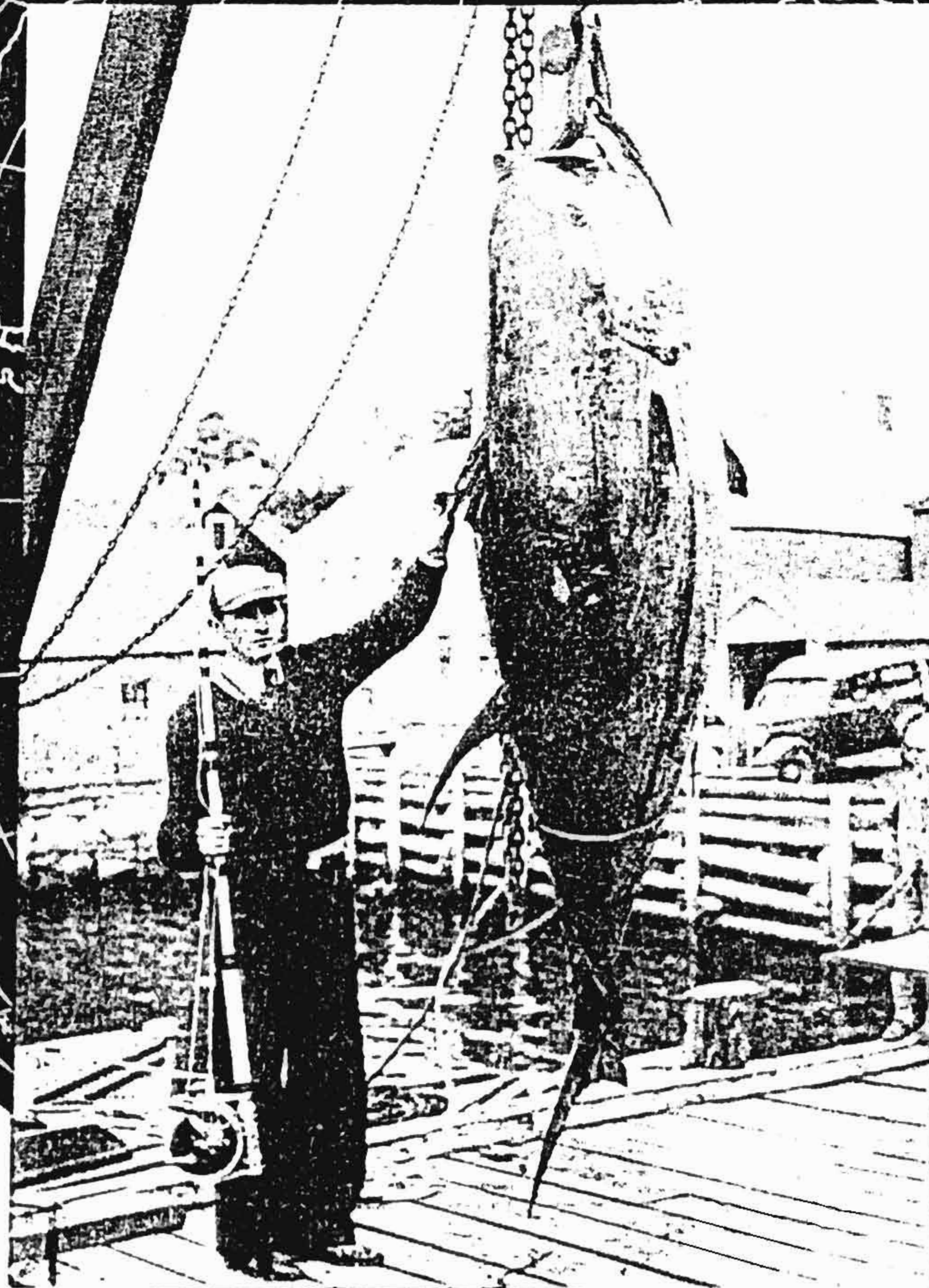


Penn Reels

FOR SALT WATER FISHING

WORLD RECORD TUNA 864 LBS.



CATALOG
No. 7

Caught by F. A. Kenney in Jordan Bay, N. S.
August 17th, 1938, with PENN 16/0 SENATOR REEL

Introductory

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

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

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

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

Cordially,

PENN FISHING TACKLE MFG. CO.

Otto Henze
President

The Penn Guarantee

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

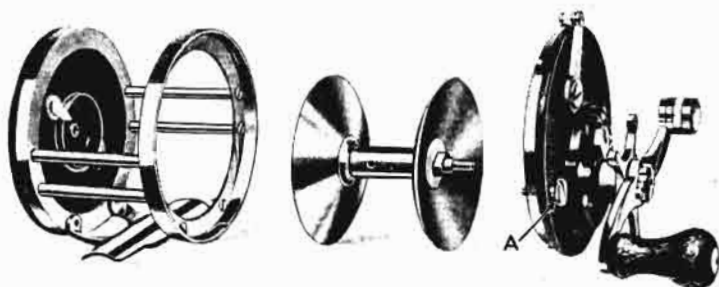
PENN FISHING TACKLE MFG. CO., Philadelphia, Pa.

Prices quoted herein apply to United States only—subject to change without notice.

CONSTRUCTION OF PENN FISHING REELS

DETAILS OF CONSTRUCTION

Penn Salt Water Reels are built to fulfill perfectly the requirements of all styles of salt water fishing. Many patented improvements are built into these reels to give the angler complete satisfaction. Our *Take Apart* feature, *Free Spool Clutch*, powerful *Star Drag*, handle screw *Locking Device*, *Non-Strip Gears* and *One Shot Lubrication* are just a few of the outstanding features of PENN REELS. We specialize in the manufacturing of salt water reels and our aim at all times is to produce the most perfect brand of reels at the lowest possible price.



TAKE APART CONSTRUCTION

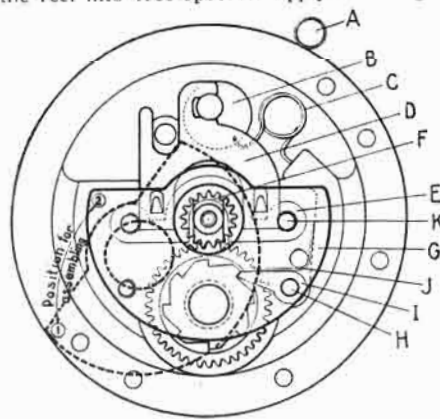
By means of our very rugged *Take Apart* device, our reels with this feature can easily be taken apart for cleaning. Unscrew knurled thumbscrew (A), turn front plate slightly to the left and pull away from the reel frame. Reverse operations for assembling.

FREE SPOOL CLUTCH

Patent No. 1952756—March 27, 1934

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

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



DIRECTIONS FOR ASSEMBLING

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

CONSTRUCTION OF PENN FISHING REELS

STAR DRAG

The sturdily built drag mechanism of selected material is *non-slipping* and *non-scizing*, thus removing danger of breaking line or rod. Adjustable to a very fine degree by star wheel on handle. Entire drag mechanism can be oiled from the outside by means of oil channels from ball oiler on handle screw.

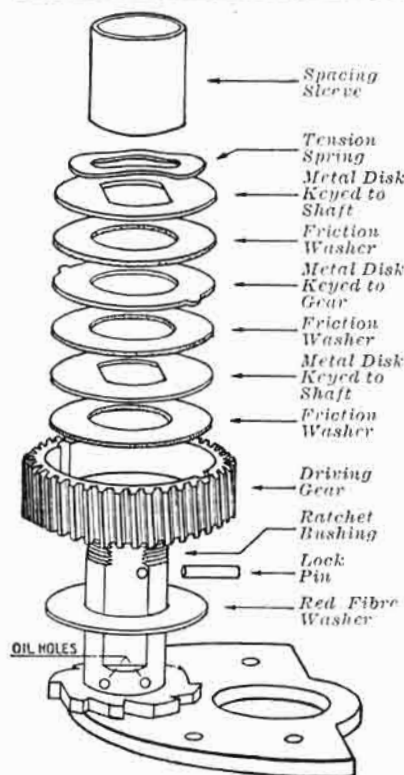
DIRECTIONS FOR ASSEMBLING

Our drag mechanism consists of a number of metal disks alternately keyed to shaft and gear and between which friction washers are located. If assembled in the wrong manner, drag will not work satisfactorily. To avoid this, the drag assembly must always be in the order shown in drawing. Friction washers work best dry and should not be lubricated.

OILING SYSTEM

Patent No. 1952756

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



pressure to the vital points. Built-in oil As a PENN lubricating set, consisting of



work in lubricating and safeguards good performance and long life of the reel.

CONVERTIBLE STAR DRAG

(Patent Pending)

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

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

CONSTRUCTION OF PENN FISHING REELS

DRIVING GEARS

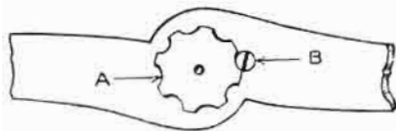
All PENN reels with reinforced end plates are equipped with *hardened steel* driving gears and pinions made of very tough *stainless steel*. These gears will stand up under hardest conditions and are guaranteed for the lifetime of the reel.

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

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

HANDLE-SCREW SAFETY LOCK

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



BALL BEARING SPOOLS

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

LIGHT WEIGHT SPOOLS

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

THE CASTING ABILITY OF FISHING REELS

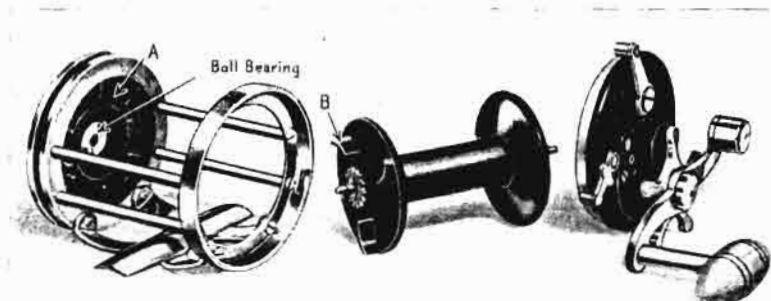
In casting, the sinker or squid has to sacrifice part of its high-speed velocity in order to rotate the spool. This inevitably cuts down the speed of the cast, and thereby the casting distance. The actual amount of power consumed by the spool for gaining momentum is relative to the combination of the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

CONSTRUCTION OF PENN FISHING REELS

PENN "SYNCHRONIZED" SPOOL

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

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



CONSTRUCTION OF PENN "AIR BRAKE" (Patent Pending)

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

CASTING WITH "SYNCHRONIZED" SPOOL

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

SURF CASTING and SQUIDDING



THE CALL OF THE SURF

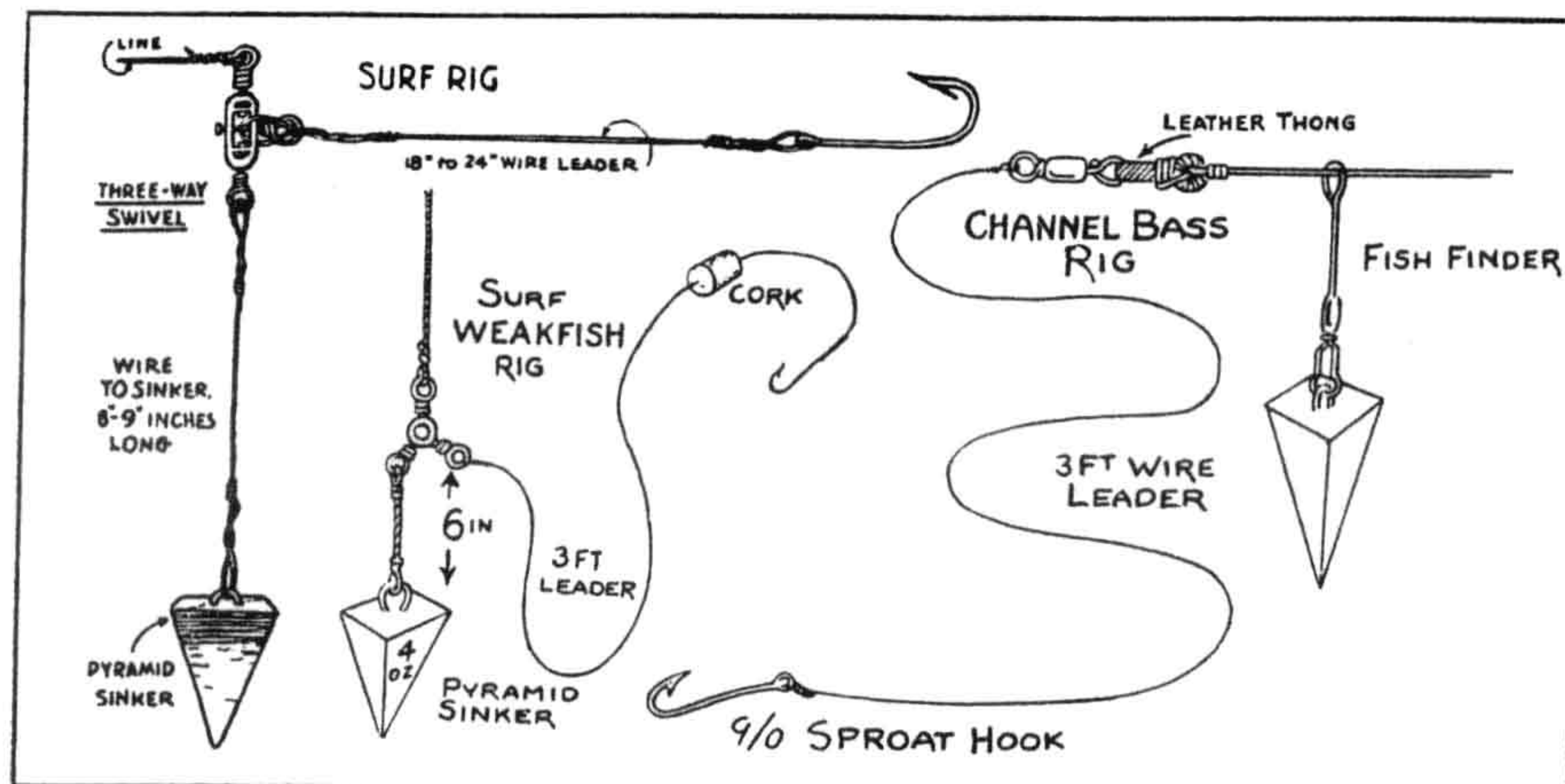
Surfcasting is to the salt water fisherman what fly casting is to the fresh water angler. It is a healthful, sporty way to take fish. The hours spent tramping the wide beach, casting your bait far out into the mysterious ever pounding surf and never to be sure what might hit your lure; the exciting feel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

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

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

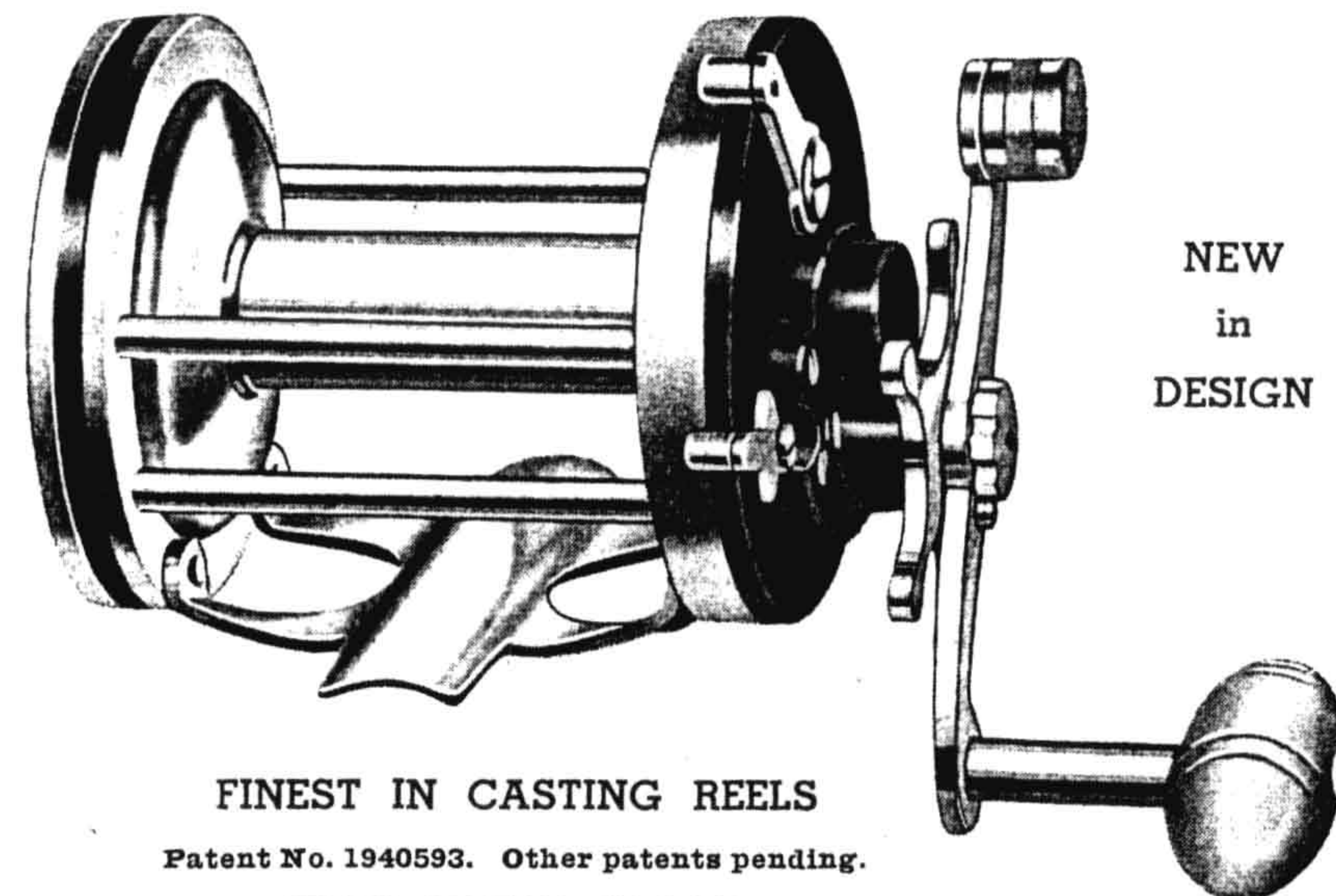
In squidding the fisherman casts a metal squid or feather lure out into the slues or on the edges of the sandbar, retrieving it as in plug casting in fresh water. While surf casting tackle is good for squidding, the reel should be of speedy action with a gear ratio of 3 to 1.

SURF FISHING RIGS



NEW BALL BEARING SQUIDDING REEL

PENN "SQUIDDER"



NEW
in
DESIGN

FINEST IN CASTING REELS

Patent No. 1940593. Other patents pending.

WITH EXTRA SPOOL

No. 140—Cap. 200 yds. No. 9; Plate Diam. 2 3/4"; spool width 2 1/8"; weight 16 oz. \$25.00

No. 140L—Left hand 27.00

Ball Bearing. Light Weight "Synchronized" Spool. Gear ratio 3 1/2 to 1. Take Apart Feature. Convertible Star Drag. Free Spool Clutch. Stainless Steel Non-Strip Gears. Torpedo Handle. One Shot Lubrication. Nickel Silver Frame. Chromium-plated.

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

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

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

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

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

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

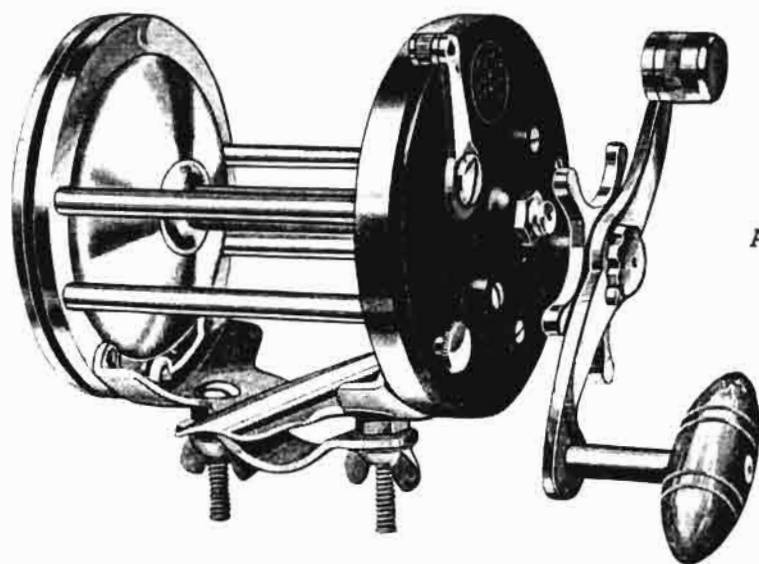
NEW Interchangeable Spool to carry an extra line. No need to lose precious fishing time.

See details of construction on pages 2 to 5.

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY

TAKE APART SQUIDDING REELS

SILVER BEACH



TAKE
APART

SURF CASTING AND SQUIDDING REELS

Patent Nos. 1940593-1952756

With and without Star Drag—Gear Ratio 3 to 1

No. 97—Star Drag—Plate Diameter 3"; spool width 2 1/8"; weight 21 oz...Price **\$10.00**

No. 98—Free Spool—Plate Diameter 3"; spool width 2 1/8"; weight 20 oz...Price **8.00**

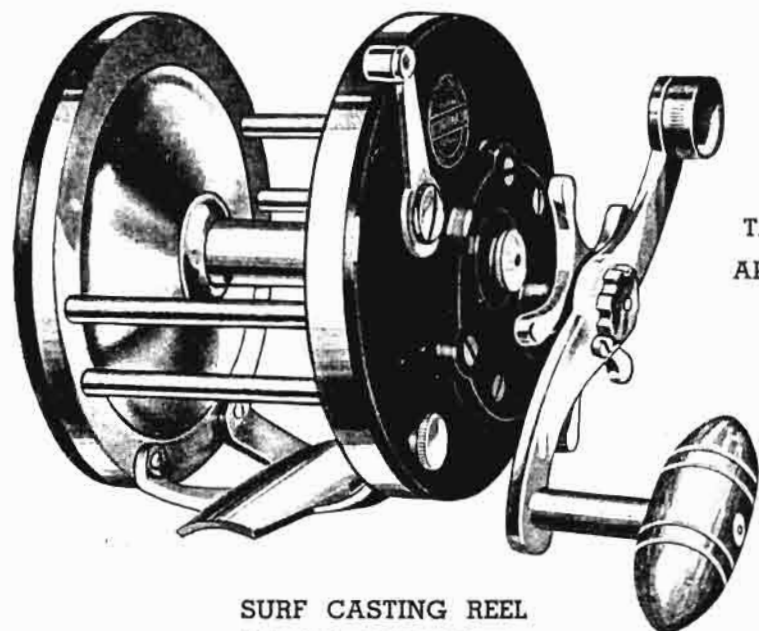
Left hand model at extra cost of..... **1.00**

Extra spool for either model..... **1.00**

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

TAKE APART SURF CASTING REEL

CORONADO



TAKE
APART

SURF CASTING REEL

Patent Nos. 1940593-1952756

Take Apart Feature. Star Drag. Free Spool Clutch. Open Top with Double Side Pillars. Non-strip Gears. Handle-screw Locking Device. One Shot Lubrication. German-silver Frame. Chrome-plated.

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

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

SPECIFICATIONS

No. and Size of Reel	Line Capacity in Yards				Gear Ratio	Plate Diam.	Spool Width	Weight of Reel	Price Each
	No. 6	No. 9	No. 12	No. 15					
No. 92 —150 Yds.	250	150	125	125	3 to 1	3"	1 1/8"	17 1/2 oz.	\$8.00
No. 90 —250 Yds.	375	250	190	150	2 1/2 to 1	3 1/2"	1 1/2"	19 oz.	9.00
No. 95 —300 Yds.	450	300	225	175	2 1/2 to 1	3 1/4"	2 1/8"	20 1/2 oz.	10.00

DEEP SEA BOTTOM FISHING

A GLORIOUS PASTIME



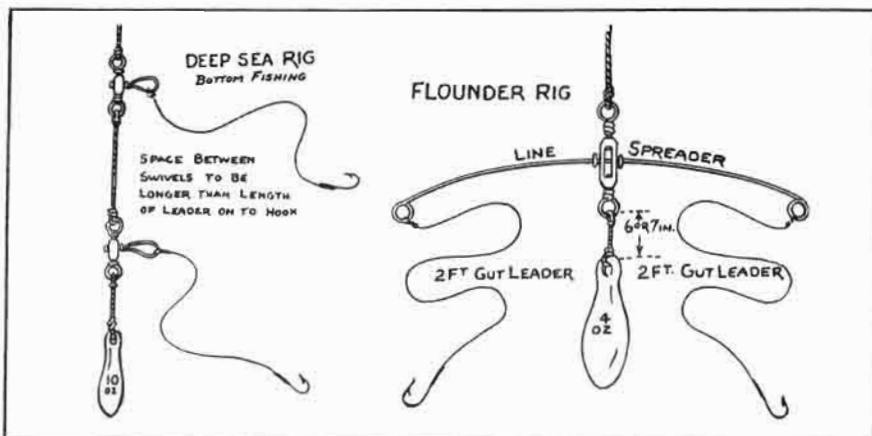
Of the many forms of salt water fishing, off shore bottom fishing or so called deep sea fishing attracts by far the greatest number of sportsmen. Boats of all descriptions from row boats to the big party steamers take thousands of fishermen to offshore fishing grounds for a day's pleasure at very little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

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

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

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

BOTTOM FISHING RIGS



DEEP SEA BOTTOM FISHING REEL

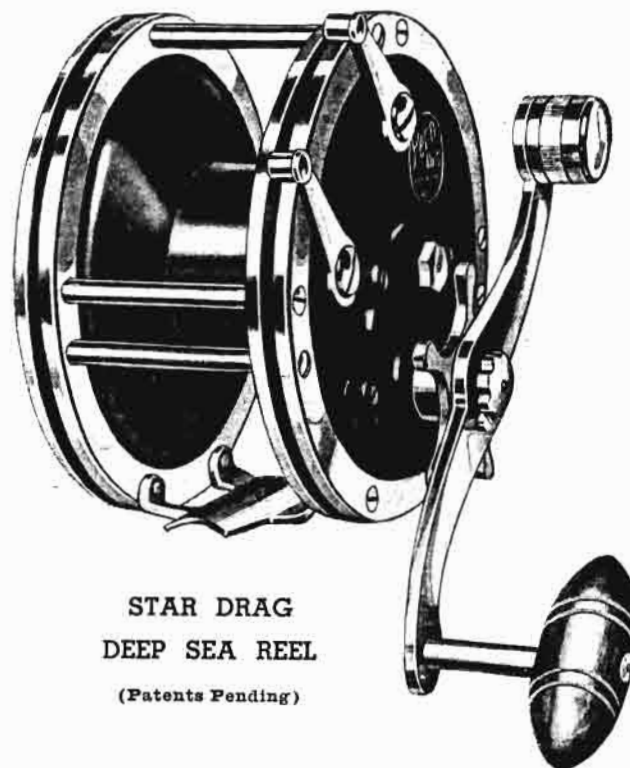
PENN No. 49

NEW
in
DESIGN

TRIPLE
ACTION

NEW
in
ACTION

TWIN-
LEVERED



STAR DRAG
DEEP SEA REEL

(Patents Pending)

No. 49—Star Drag—Plate Diameter $4\frac{1}{2}$ "", spool width $1\frac{1}{2}$ "", weight 26 oz., Price \$10.00
No. 49L—Left Hand Model..... Price \$12.00

Oversize Frame—Narrow Spool. $3\frac{1}{2}$ to 1 Gear Ratio. Torpedo Handle. Convertible Star Drag. Free Spool Clutch. Steel Gears. Bakelite Spool. One Shot Lubrication. Handle-screw Lock. Double Metalbound End Plates. Double Frame Posts. Chromium-plated.

NEW high gear ratio— $3\frac{1}{2}$ to 1—for speedy action. $2\frac{1}{2}$ feet of line to one turn of handle.

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

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

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

DEEP LAKE TROLLING

We also recommend this reel highly for lake trolling, especially when using wire line, as the large diameter spool arbor ($1\frac{3}{4}$ ") prevents the kinking of the wire line. Wire line capacity: 300 feet.

LINEN LINE CAPACITY

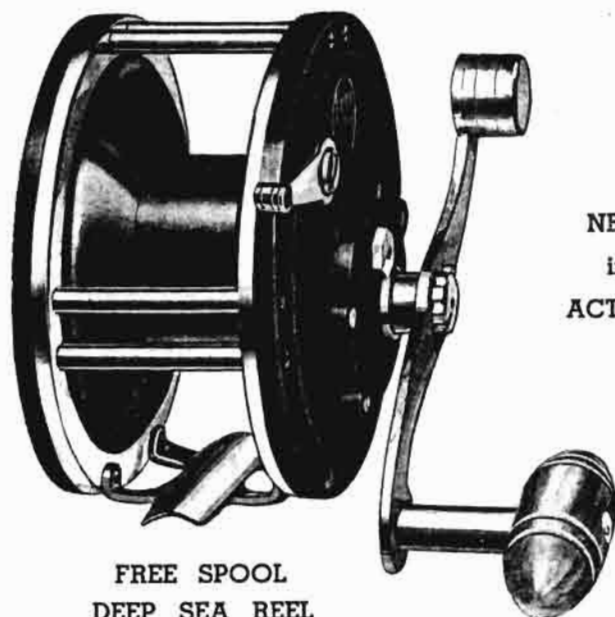
No. 12—250 yds.; No. 15—200 yds.; No. 18—150 yds.

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY

DEEP SEA BOTTOM FISHING REEL

PENN No. 149

NEW
in
DESIGN



NEW
in
ACTION

FREE SPOOL
DEEP SEA REEL
(Patent Pending)

Oversize Frame. Narrow Spool. 3 to 1 Gear Ratio. Torpedo Handle. Free Spool Clutch. Steel Gears. Bakelite Spool. Handle-screw Lock. One Shot Lubrication. Metalbound End Plates. Double Pillars. Chrome-plated.

No. 149—Free Spool—Plate Diameter $4\frac{1}{4}$ "; spool width $1\frac{1}{4}$ "; weight 24 oz.; Price \$7.00

NEW in design, especially made for bottom fishing.

NEW high gear ratio—3 to 1—for speedy action. 2 feet of line to one turn of handle.

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

NEW bakelite spool for better line protection and less weight.
For details of construction see pages 2 to 5.

DEEP LAKE TROLLING

We recommend this reel also for lake trolling, especially when using wire line, as due to the large diameter spool arbor ($1\frac{3}{4}$ ") the kinking of the wire line is prevented. Wire line capacity: 300 feet.

LINEN LINE CAPACITY

No. 12—36 pound test, 250 yards

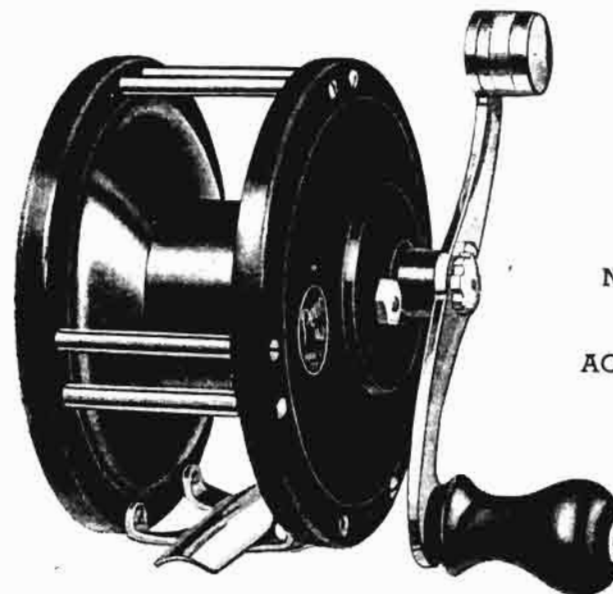
No. 15—45 pound test, 200 yards

No. 18—54 pound test, 150 yards

DEEP SEA BOTTOM FISHING REEL

PENN No. 249

NEW
in
DESIGN



NEW
in
ACTION

DEEP SEA REEL
(Patent Pending)

No. 249—Triple Multiplying; Plate Diameter $4\frac{1}{4}$ "; spool width $1\frac{1}{4}$ "; weight 18 oz.
Price \$4.00.

Oversize Frame. Narrow Spool. 3 to 1 Gear Ratio. Oversize Handle. Non-strip Steel Gears. Waterproof Oiling System. Handle-screw Lock. Bakelite Spool. Sliding Click. Double Pillars. Chrome-plated.

NEW in design, especially made for deep sea bottom fishing.

NEW in action, tripple multiplying for speedy reeling. 2 feet of line to one turn of handle.

NEW oversize handle for easier reeling.

NEW bakelite spool for better line protection and less weight.

We recommend this reel highly for deep sea bottom fishing for Sea Bass, Flounders, Croakers, Porgies, Codfish, etc.

DEEP LAKE TROLLING

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

LINEN LINE CAPACITY

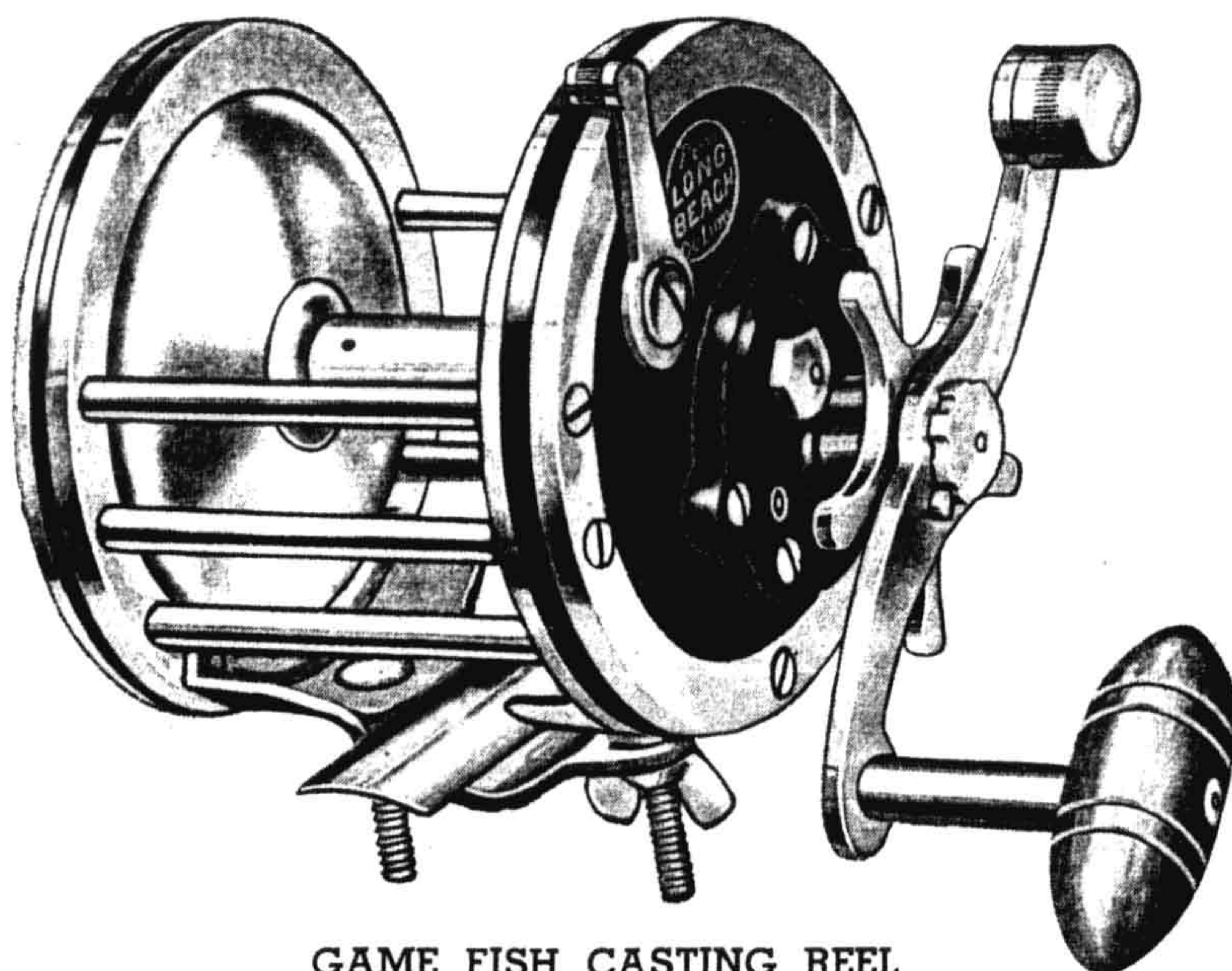
No. 12—36 pound test, 250 yards

No. 15—45 pound test, 200 yards

No. 18—54 pound test, 150 yards

GAME FISH CASTING REEL

LONG BEACH DE LUXE



GAME FISH CASTING REEL

Patent Nos. 1940593-1952756

Powerful Star Drag. Free Spool Clutch. Non-strip Gears. Gear Ratio $2\frac{1}{2}$ to 1. Open top with Triple Side Pillars. Attached Rod Clamp. Double Metal Bands. Phosphor-bronze and Stainless-steel Working Parts—100% Rustproof. German-silver Frame. Chrome-plated. One Shot Lubrication.

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

Left hand models at extra cost of \$1.00.

SPECIFICATIONS

No. and Size of Reel	Line Capacity in Yards				Plate Diam.	Spool Width	Weight of Reel	Price Each
	No. 6	No. 9	No. 12	No. 15				
DL 60—250 Yds.	375	250	190	150	3 $\frac{1}{4}$ "	1 $\frac{13}{16}$ "	21 oz.	\$10.00
DL 65—300 Yds.	450	300	225	180	3 $\frac{1}{4}$ "	2 $\frac{1}{8}$ "	22 oz.	12.50
DL 66—400 Yds.	600	400	300	240	3 $\frac{1}{4}$ "	2 $\frac{7}{16}$ "	23 oz.	15.00

GAME FISH TROLLING

THE THRILL OF GAME FISHING



To battle the terrific rushes of a powerful game fish is the fulfillment of a life-time dream of every fisherman, and will truly provide the angler with never-to-be-forgotten thrills. Whether it be Sailfish, Marlin, Tuna or Swordfish, the anxious moments of the strike, the hard give and take battle following, matching your strength and wits against the

mad and untiring efforts of the fish trying to gain freedom; and finally, when you are ready to admit defeat, the successful boating of the fish all provide the angler with thrills not to be experienced in any other kind of fishing.

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

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

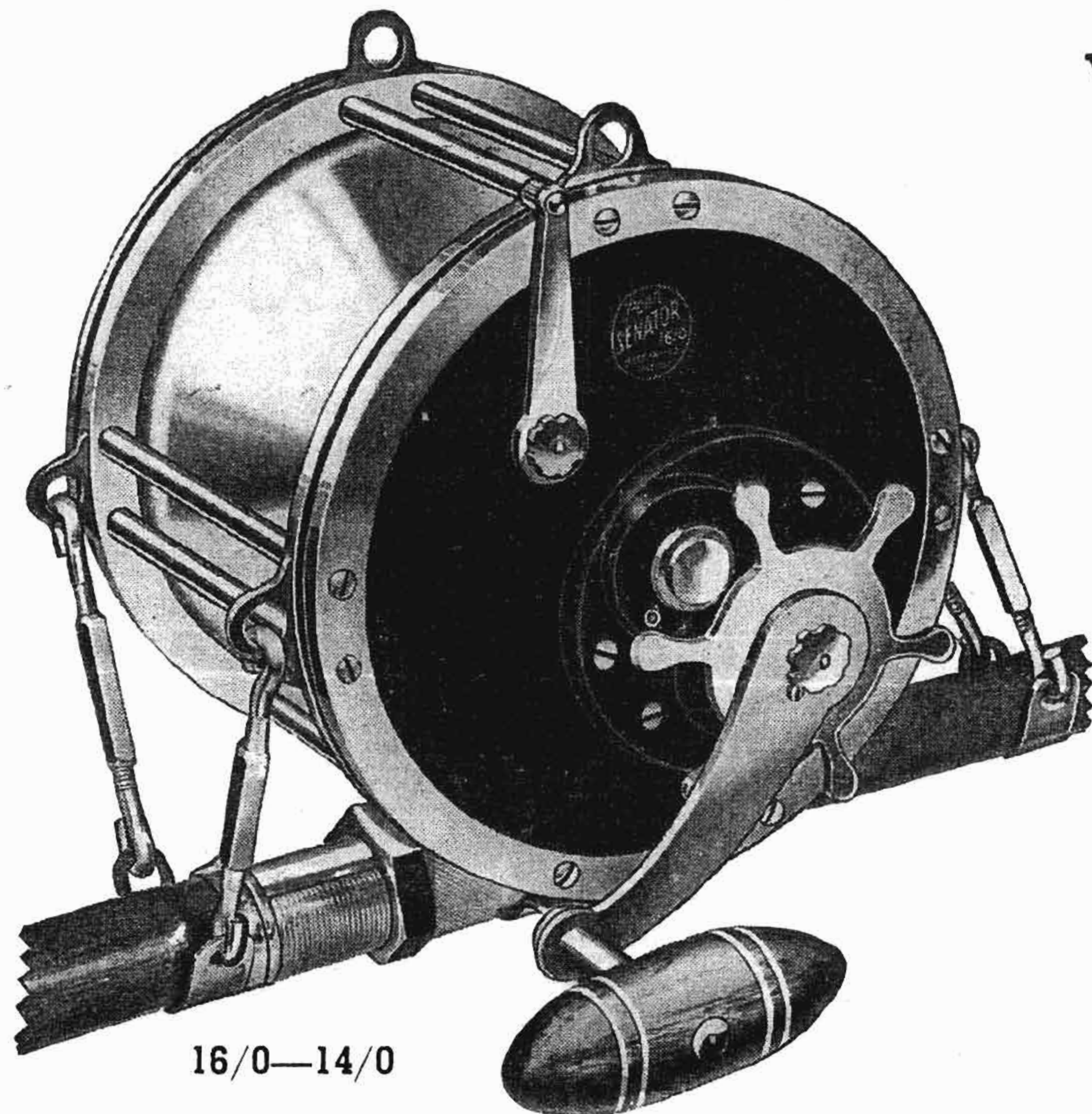
BALANCED TACKLE FOR GAME FISH TROLLING

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

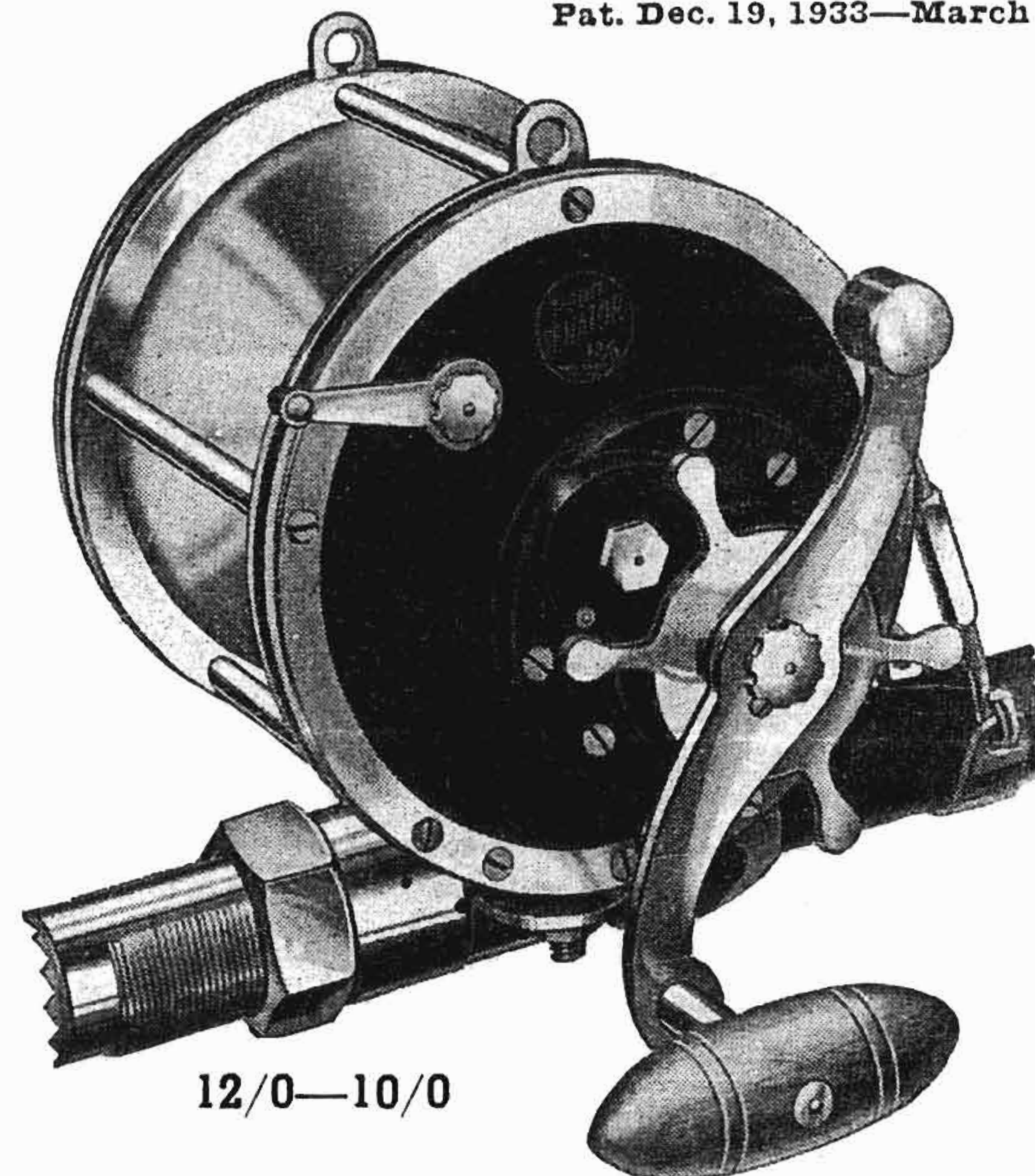
The Standard Big Game Fish Reel

Within Everybody's Reach

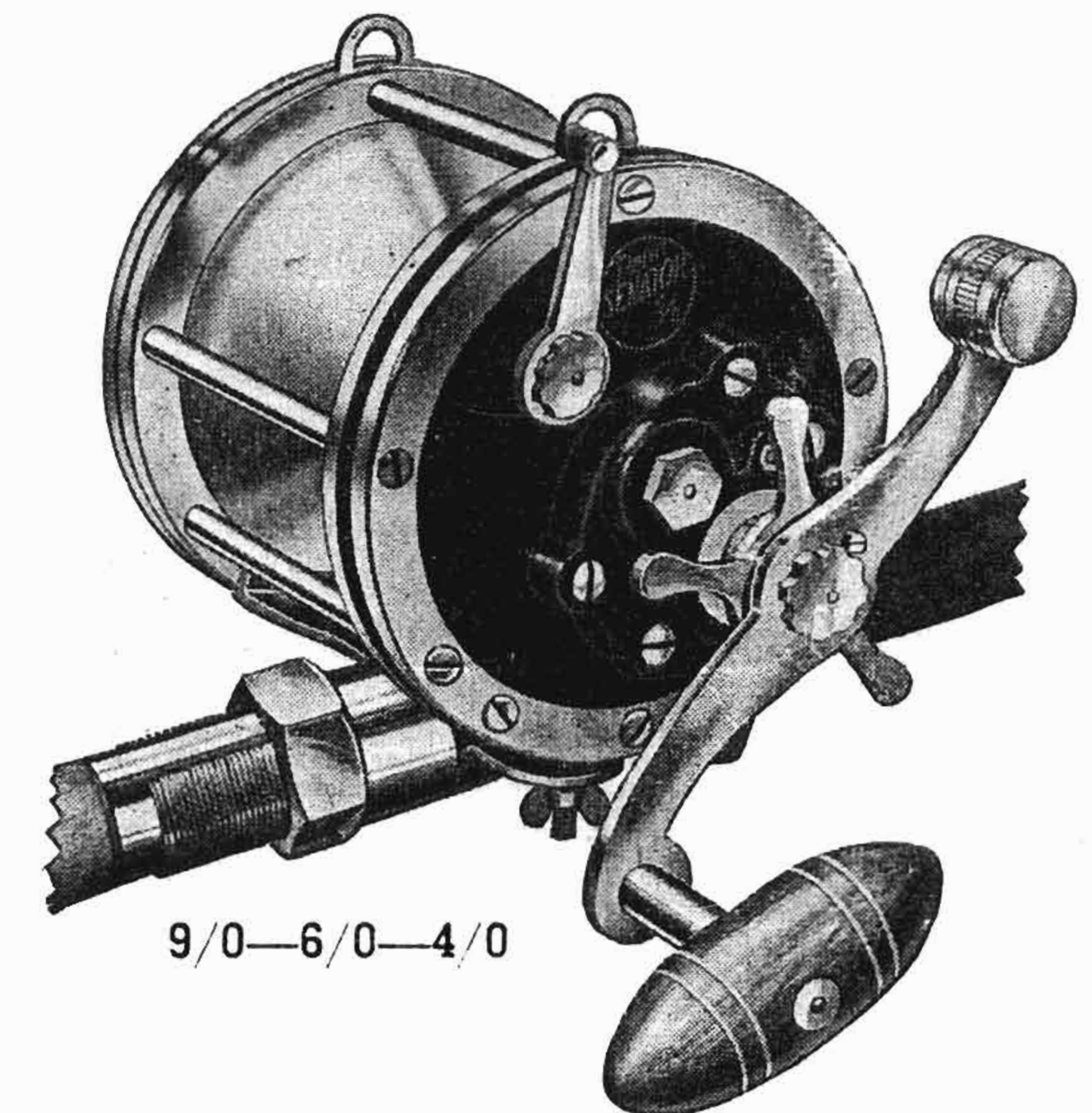
Pat. Dec. 19, 1933—March 27, 1934



16/0—14/0



12/0—10/0



9/0—6/0—4/0

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

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

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

SPECIFICATIONS

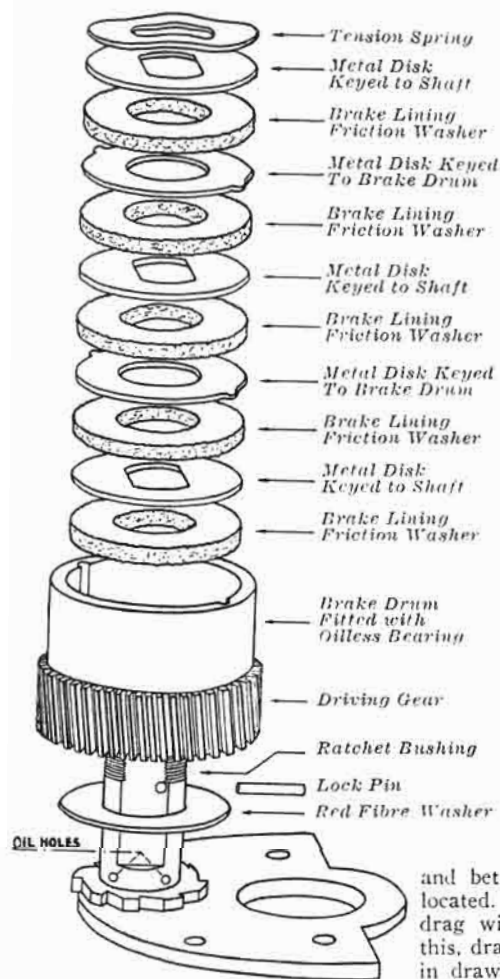
No. of Reel	Size of Reel	Style of Trolling	Plate Diam.	Spool Width	Weight of Reel	Price Each
No. 113	4/0	Light	3 5/8"	2 7/8"	1 3/4 lbs.	\$18.50
No. 114	6/0	Light	4 1/8"	2 3/4"	3 lbs.	23.50
No. 115	9/0	Medium	4 5/8"	3 1/4"	3 1/2 lbs.	29.00
No. 116A	10/0	Med. Heavy	5 3/4"	3 1/4"	5 1/4 lbs.	45.00
No. 116	12/0	Heavy	5 3/4"	4"	6 lbs.	50.00
No. 117	14/0	Ex. Heavy	7"	4"	8 1/2 lbs.	80.00
No. 118	16/0	Ex. Heavy	7"	5"	9 lbs.	100.00

Left hand models at extra cost of \$2.00.

LINE CAPACITY IN YARDS

No. and Size of Reel	Size of Line							
	No. 12	No. 15	No. 18	No. 21	No. 24	No. 39	No. 54	No. 72
No. 113—4/0	400	300	250					
No. 114—6/0		500	400	350				
No. 115—9/0			600	500	450			
No. 116A—10/0				700	600	450		
No. 116—12/0					900	600	450	
No. 117—14/0						800	600	450
No. 118—16/0						1100	800	600

CONSTRUCTION OF SENATOR STAR DRAG



THE 12/0 SENATOR STAR DRAG

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

DIRECTIONS FOR ASSEMBLING

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

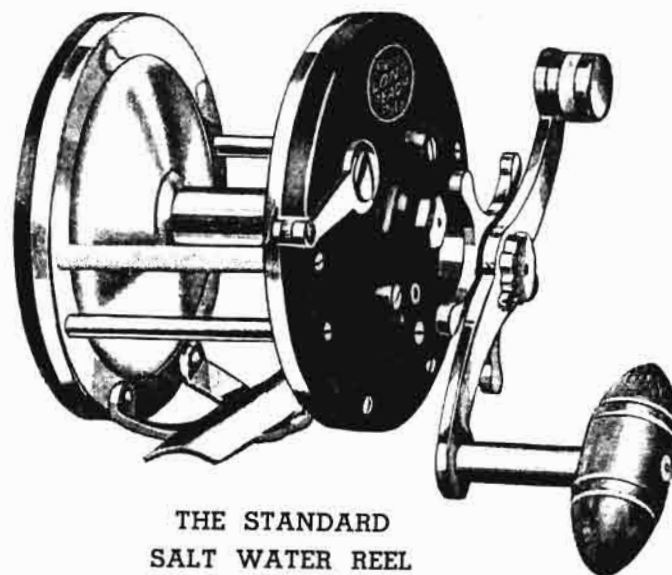
TO REMOVE FRICTION WASHERS

Without taking reel apart

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

STAR DRAG SALT WATER REEL

LONG BEACH



THE STANDARD SALT WATER REEL

Patent Nos. 1940593-1952756

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

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

SPECIFICATIONS

No. and Size of Reel	Line Capacity in Yards				Gear Ratio	Plate Diam.	Spool Width	Weight of Reel	Price Each
	No. 6	No. 9	No. 12	No. 15					
No. 61—100 Yds.	200	125	110	100	3 to 1	3 1/4"	1 1/4"	14 1/2 oz.	\$5.00
No. 62—150 Yds.	250	150	125	110	3 to 1	3 1/2"	1 1/2"	18 oz.	5.50
No. 63—200 Yds.	300	200	150	125	3 to 1	3 3/4"	1 3/4"	16 1/2 oz.	6.00
No. 60—250 Yds.	375	250	190	150	2 1/2 to 1	3 1/4"	1 1/2"	17 1/2 oz.	6.50
No. 65—300 Yds.	450	300	225	190	2 1/2 to 1	3 1/2"	1 3/4"	19 oz.	7.00
No. 66—400 Yds.	600	400	300	250	2 1/2 to 1	3 3/4"	2 1/4"	21 oz.	7.50
No. 67—500 Yds.	700	500	375	300	2 1/2 to 1	3 1/2"	2 1/2"	22 oz.	8.00

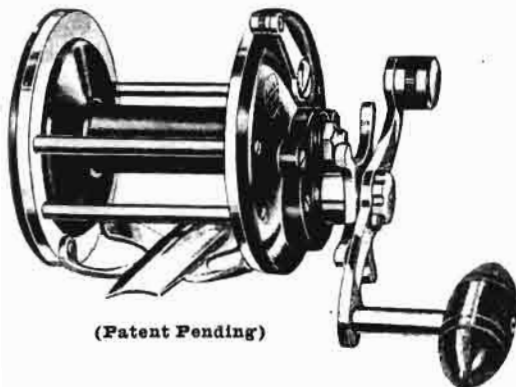
SEAGATE STAR DRAG REEL

Same specifications as *Long Beach* reel but without torpedo handle.

No. 125—250 yards, \$5.50; No. 126—300 yards, \$6.00

NEW LIGHT TACKLE CASTING REELS

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



(Patent Pending)

LIGHT WEIGHT SPOOL CASTING REEL

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

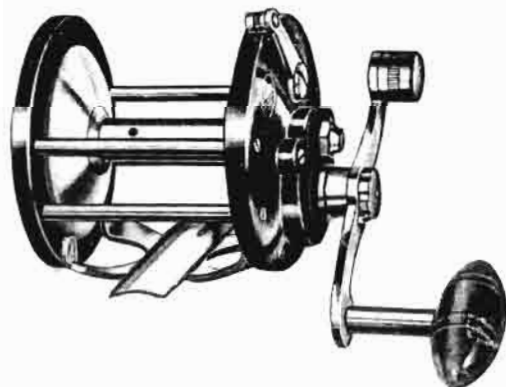
No. 160—Star Drag—Plate Diameter 2 3/4"; spool width 2 1/4"; weight 14 1/2 oz. Price \$6.00

No. 165—Free Spool—Plate Diameter 2 3/4"; spool width 2 1/4"; weight 13 oz. Price \$5.00

Triple Multiplying. Light Weight Bakelite Spool. Powerful Star Drag. Free Spool Clutch. Non-strip Gears. One Shot Lubrication. Torpedo Handle. Open Top Frame. Metalbound End Plates. Chromium-plated.

Available in left hand models at extra cost of \$1.00

Details of construction on pages 2 to 5.



LIGHT WEIGHT CASTING REEL

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

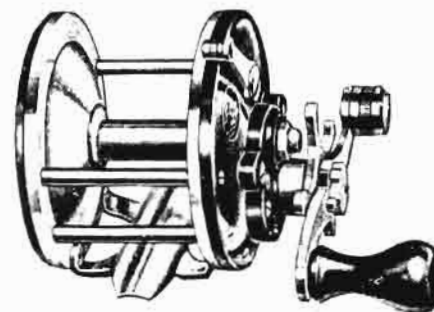
No. 170—150 yard Free Spool—Plate Diameter 2 3/4"; spool width, 2 1/4"; weight 13 oz. Price \$4.00

Gear Ratio 3 to 1. Free Spool Snap-lever. Steel Gears. Chromium-plated Spool. Lubricating System. Open Top Frame. Torpedo Handle Grip. Hand Polished. Chromium-plated.

Details of construction on pages 2, 3 and 4.

NEW LIGHT TACKLE BAY REELS

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



Patent No. 1940593

LIGHT TACKLE BAY REEL

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

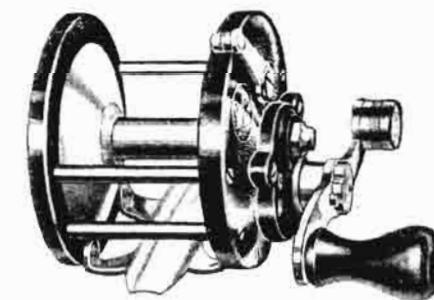
No. 180—100 yard Star Drag—Plate Diameter 2 3/4"; spool width 1 3/4"; weight 12 1/2 oz. Price \$5.00

No. 185—100 yard Free Spool—Plate Diameter 2 3/4"; spool width 1 3/4"; weight 12 oz. Price \$4.00

Triple Multiplying Gears. Free Spool Clutch. Open Top Frame. Removable Bearings. Adjustable Click. Handle-screw Lock. Double Side Pillars. One Shot Lubrication. Chromium-plated.

Available in left hand models at extra cost of \$1.00

Details of construction on pages 2, 3 and 4.



Patent No. 1952756

LIGHT TACKLE BAY REEL

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

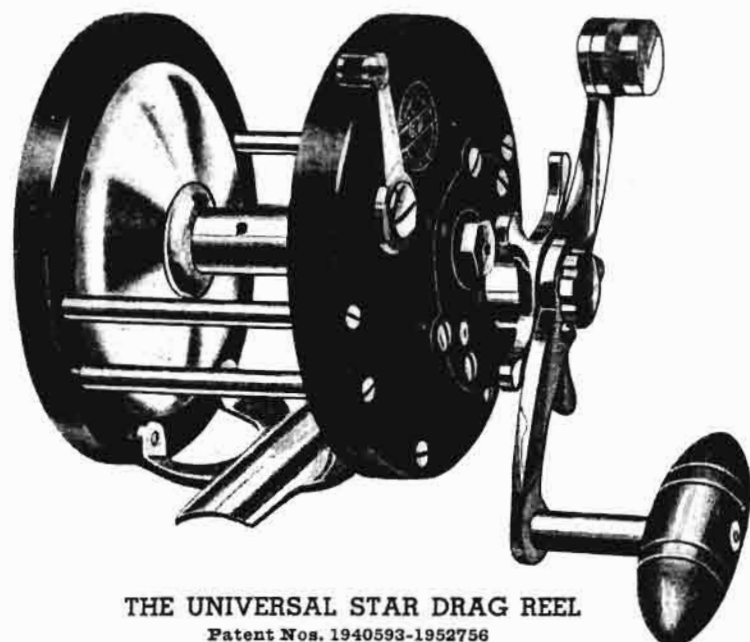
No. 190—100 yard Free Spool—Plate Diameter 2 3/4"; spool width 1 3/4"; weight 12 oz. Price \$3.00

Triple Multiplying. Non-Strip Gears. Free Spool Clutch. Adjustable Bearing. Sliding Click. Handle-screw Lock. Light Weight Frame. Double Side Pillars. Chromium-plated.

Details of construction on pages 2 to 4.

STAR DRAG SALT WATER REEL

BRIDGE CITY



THE UNIVERSAL STAR DRAG REEL

Patent Nos. 1940593-1952756

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

SPECIFICATIONS

No. and Size of Reel	Line Capacity in Yards				Gear Ratio	Plate Diam.	Spool Width	Weight of Reel	Price Each
	No. 6	No. 9	No. 12	No. 15					
No. 102—150 Yds.	250	150	125	100	3 to 1	3"	1 1/2"	15 oz.	\$4.00
No. 100—250 Yds.	375	250	185	150	2 1/2 to 1	3 1/2"	1 3/4"	16 1/2 oz.	4.50
No. 105—300 Yds.	450	300	225	175	2 1/2 to 1	3 1/4"	2 1/8"	18 oz.	5.00

BAYHEAD STAR DRAG REEL

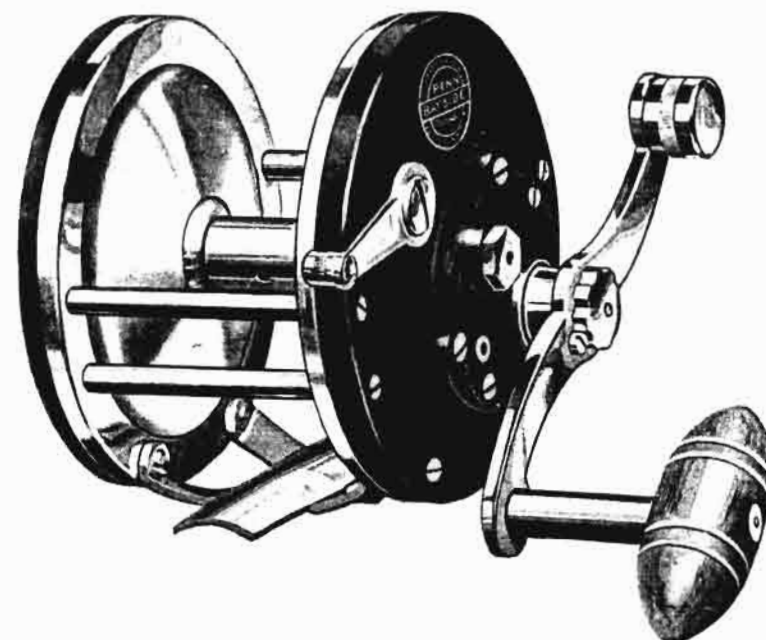
Same specifications as above but without torpedo handle; finished in tumbled chrome.

No. 109—150 Yards	Price \$3.50
No. 107—250 Yards	Price 3.75
No. 108—300 Yards	Price 4.25

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

FREE SPOOL SURF CASTING REEL

BAYSIDE



FOR SURF AND LIGHT TACKLE FISHING

Patent Nos. 1940593-1952756

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

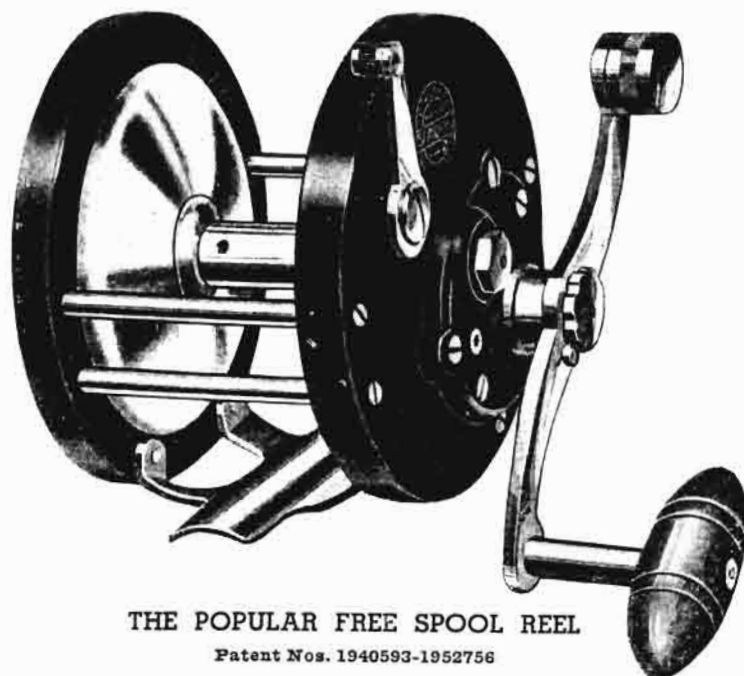
SPECIFICATIONS

No. and Size of Reel	Line Capacity in Yards				Gear Ratio	Plate Diam.	Spool Width	Weight of Reel	Price Each
	No. 6	No. 9	No. 12	No. 15					
No. 51—100 Yds.	200	125	100	75	3 to 1	3"	1 1/2"	13 1/2 oz.	\$3.75
No. 52—150 Yds.	250	150	125	100	3 to 1	3"	1 3/4"	15 oz.	4.00
No. 53—200 Yds.	300	200	150	125	3 to 1	3"	1 3/4"	15 1/2 oz.	4.25
No. 50—250 Yds.	375	250	185	150	2 1/2 to 1	3 1/4"	2 1/8"	18 1/2 oz.	4.50
No. 55—300 Yds.	450	300	225	175	2 1/2 to 1	3 1/4"	2 1/8"	18 oz.	4.75

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY

FREE SPOOL SURF CASTING REEL

SEAFORD



THE POPULAR FREE SPOOL REEL

Patent Nos. 1940593-1952756

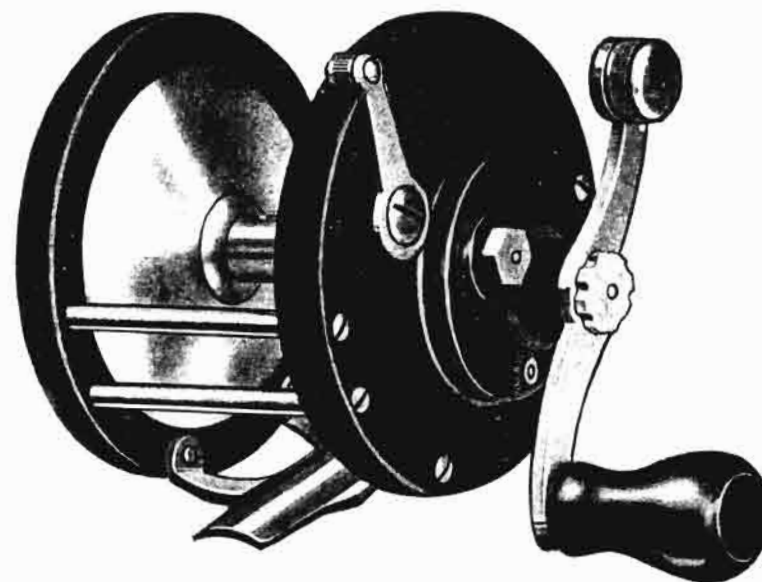
The *Seaford* is an inexpensive free spool surf casting and salt water reel and is made for the fisherman who does not want a Star Drag reel. Made in three sizes for light tackle fishing and surf casting. Frame is built with double side pillars and the top left open for greater freedom in thumbing spool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

SPECIFICATIONS

No. and Size of Reel	Line Capacity in Yards				Gear Ratio	Plate Diam.	Spool Width	Weight of Reel	Price Each
	No. 6	No. 9	No. 12	No. 15					
No. 72—150 Yds.	250	150	125	100	3 to 1	3"	1 3/4"	14 oz.	\$3.00
No. 70—250 Yds.	375	250	185	150	2 1/2 to 1	3 1/4"	1 1/2"	15 1/2 oz.	3.50
No. 75—300 Yds.	450	300	225	175	2 1/2 to 1	3 1/4"	2 1/8"	17 oz.	3.75

FREE SPOOL SALT WATER REEL

SEAHAWK



For BAY, PIER and DEEP SEA FISHING

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

SPECIFICATIONS

No. and Size of Reel	Line Capacity in Yards				Plate Diam.	Spool Width	Weight of Reel	Price Each
	No. 6	No. 9	No. 12	No. 15				
No. 42—150 Yds.	250	150	125	100	3"	1 3/4"	12 oz.	\$2.50
No. 40—250 Yds.	375	250	185	150	3 1/4"	1 1/2"	14 oz.	2.75
No. 45—300 Yds.	450	300	225	175	3 1/4"	2 1/8"	15 oz.	3.00

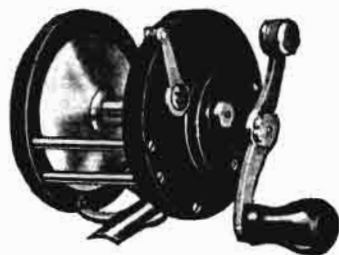
FREE SPOOL CASTING REELS

ANGLESEA

FREE SPOOL REEL

No. 47—250 yards, Price \$2.50

The *Anglesea* is a low priced free spool surf casting reel. The free spool clutch is operated by a snap lever on rim. The double multiplying spiral gears are always in mesh and cannot strip. Back plate is fitted with an adjustable click. Spool end-play can be taken up by an adjustable bearing. This reel can be oiled and greased from the outside through waterproof lubricating nipples. A tube of PENN reel lubricant and a combination wrench and screw driver is packed with every reel. Metal parts are made of brass and finished in tumbled chrome. Plate diameter is $3\frac{1}{4}$ inches and spool width $1\frac{1}{2}$ inches. Weight 14 ounces.



Patent No. 1940593

LINEN LINE CAPACITY

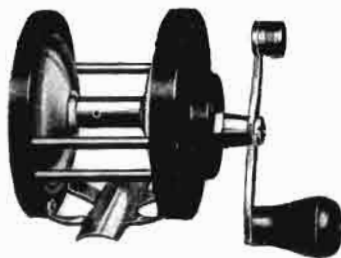
No. 9—27 pound test, 250 yards
No. 12—36 pound test, 200 yards
No. 15—45 pound test, 150 yards

PENN No. 15

FREE SPOOL REEL

No. 15—250 yards, Price \$1.70

The *Penn No. 15* is the lowest priced free spool salt water reel. This reel is equipped with our patented free spool handle pull out mechanism. The spiral cut gears are double multiplying. Spool end-play can be taken up by an adjustable bearing. Back plate is fitted with a sliding hardened steel click. Side plates are genuine molded bakelite. The frame is constructed with double side pillars and open top for better thumbing of spool. Crossplate is made of one solid piece. Metal parts are made of brass and finished in tumbled nickel. Plate diameter is $3\frac{1}{4}$ inches and the spool width $1\frac{1}{2}$ inches. Weight 12 ounces.



Patent No. 1952756

LINEN LINE CAPACITY

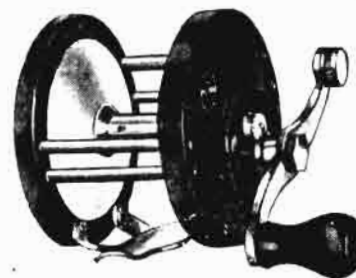
No. 9—27 pound test, 250 yards
No. 12—36 pound test, 200 yards
No. 15—45 pound test, 150 yards

MULTIPLYING TROLLING REELS

NEWPORT

150 Yard SALT WATER and LAKE TROLLING REEL

No. 32—150 yards, Price \$2.25



A sturdily built reel without the free spool arrangement. Made in 150 yard size only and is suitable for both salt water fishing and lake trolling. Equipped with adjustable click. The driving gears are spiral cut and multiplying $2\frac{1}{2}$ to 1. Spool can be adjusted by tension bearing. The handle is "S" shaped and well balanced. All bearings are removable and are fitted with oil reservoirs. Frame is constructed with double side pillars and the top left open for easier handling of the line. Metal parts are made of brass, hand-polished and chrome-plated. A tube of lubricant and a wrench are packed with every reel. Side plates are 3 inches in diameter. Spool width $1\frac{1}{4}$ inches. Weight 12 ounces.

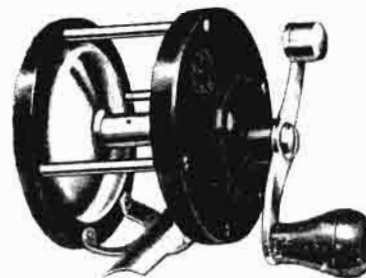
LINEN LINE CAPACITY

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

PENN No. 14

250 Yard DEEP SEA and LAKE TROLLING REEL

No. 14—250 yards, Price \$1.50



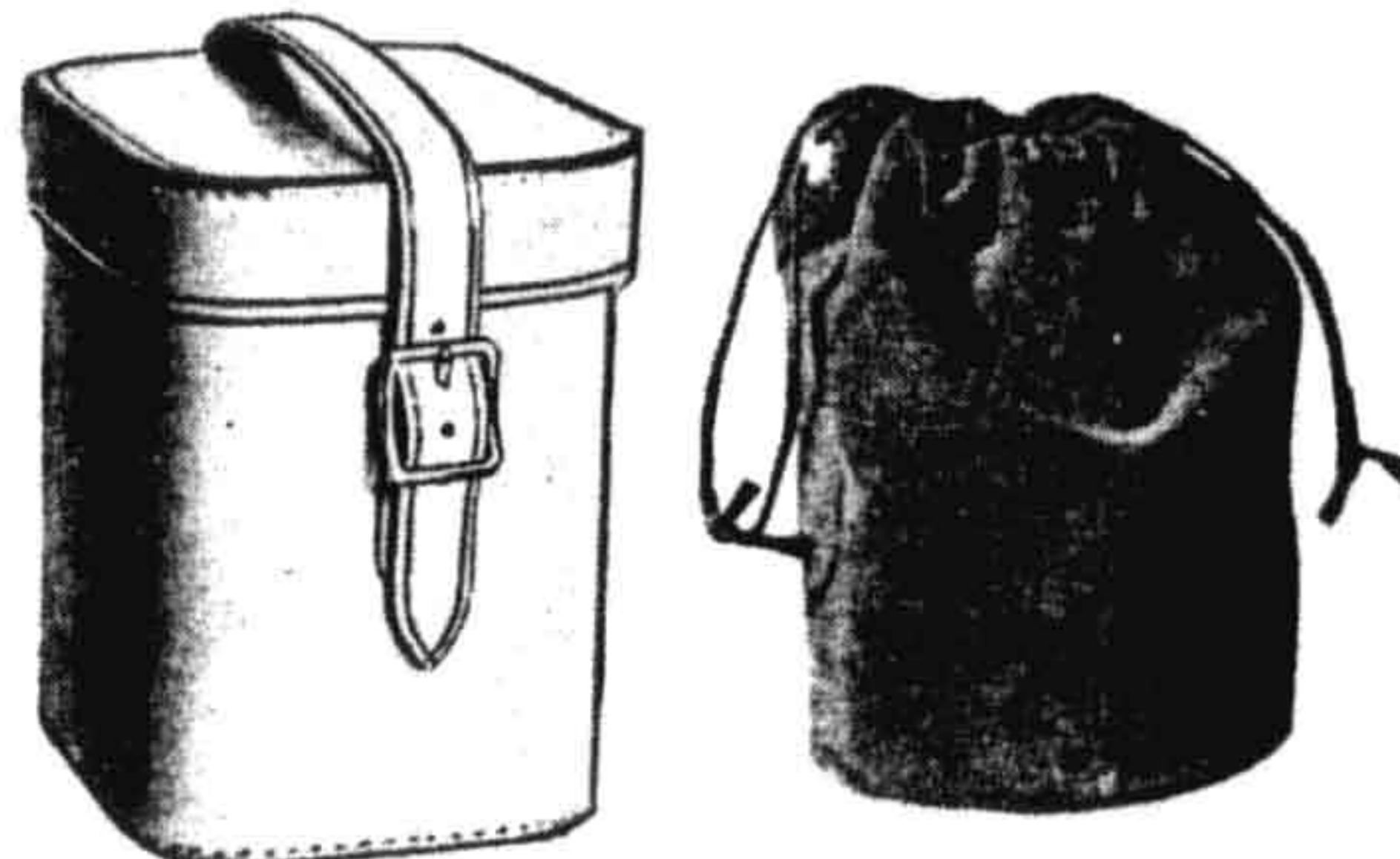
The *Penn No. 14* deep sea reel is our lowest priced reel without the free spool mechanism. Made in 250 yard size only and is suitable for both deep sea fishing and lake trolling. The gears are spiral cut and double multiplying. The frame is sturdily constructed with three pillars and one piece crossplate. Handle is "S" shaped and well balanced. Any spool end-play can be taken up by an adjustable bearing. A sliding click provides for arresting the spool. Side plates are genuine molded bakelite. Metal parts are made of brass and finished in nickel. Side plates are $3\frac{1}{4}$ inches in diameter, spool width is $1\frac{1}{2}$ inches. Weight 13 ounces.

LINEN LINE CAPACITY

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

Miscellaneous Items

SOLID LEATHER REEL CASE INCLUDING BAG



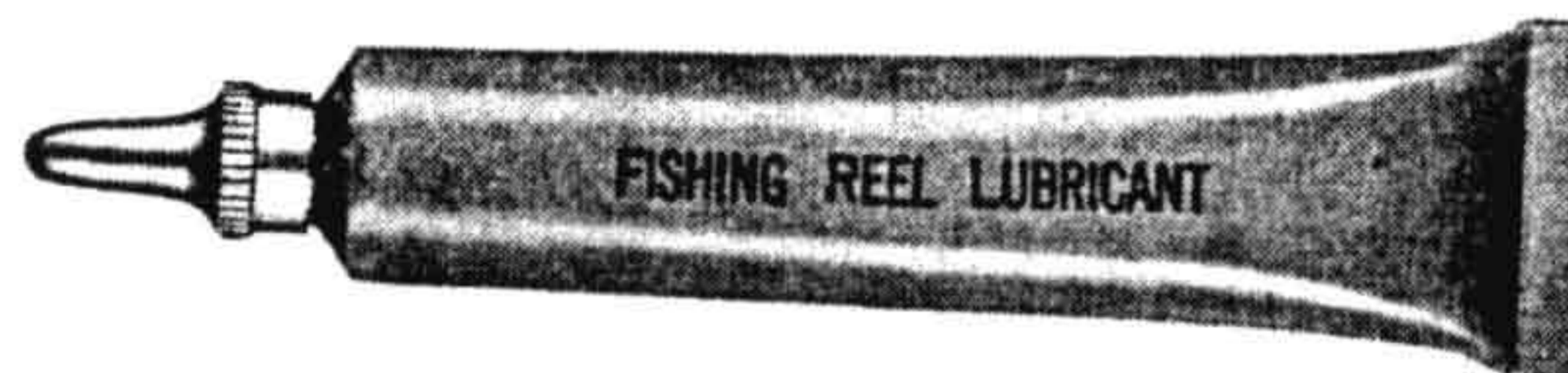
FOR SENATOR REELS

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

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

PENN BEARING GREASE

No. 24—Price 10 cents each



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

OVERSIZE REEL HANDLE

No. 12—Price \$1.00

This handle is 5 inches overall in length and fitted with our slip-proof torpedo grip. Takes the strain out of winding and safeguards your knuckles. This handle fits all of our reels from 100 yd. to 500 yd. size.



PENN STANDARD REEL HANDLES

With Torpedo Grip

Price.....	150 yd. Size \$0.50	4/0 Size \$1.25	12/0 Size \$2.00
	250 yd. Size 0.75	6/0 Size 1.50	14/0 Size 2.25
	400 yd. Size 1.00	9/0 Size 1.75	

Miscellaneous Items

PENN REEL LUBRICANTS

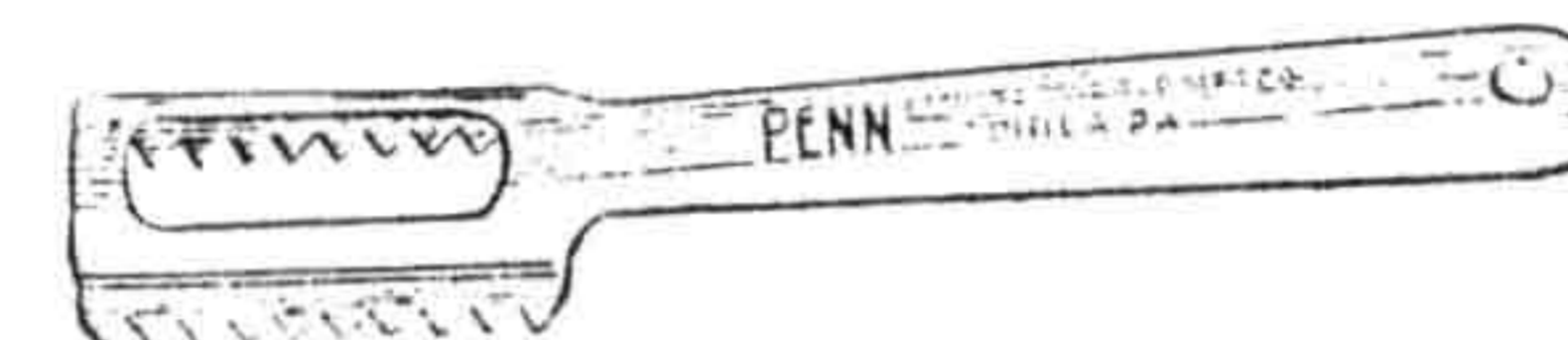
This handy lubricating set is made up for the convenience of the fisherman. It consists of one tube of spindle oil for bearings and one tube of gear grease for driving gears. By inserting the spout of the tube into the lubricating nipples on the reel and squeezing tube, the lubricant is forced by pressure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



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

No. 20—FISHSCALER

Price, 5 cents each



Made of heavy gauge, rustproofed steel for your tackle box and for kitchen use. Packed one dozen in carton.

No. 11 REEL BAG



Made of heavy waterproof suede cloth. Golden brown in color with naplined interior. Shirred top and special round bottom. An ideal protection to carry and keep your reel when not in use.

Price.....Size 4/0, \$0.75 Size 6/0 \$1.00 Size 9/0, \$1.25 Size 12/0 \$1.50

REPAIRMAN'S KIT No. 6

An assortment of parts, which enables the repairman to render quick and satisfactory service. Saves time and expense by eliminating sending reel back to factory for repair. Will make new customers by saving in delay and expense.



The Care of the Reel

With reasonable care, your reel will last a life time, unless you are so fortunate as to be able to do a great deal of fishing.

Oil and grease your reel at least once a week, or still better shoot a drop of oil into the bearings after a day's fishing. This will refill the built-in oil reservoirs, which act as *safeguards* of the reel.

LUBRICATING WITHOUT TAKING REEL APART

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

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

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

CLEANING THE REEL

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

THE SERVICING OF THE REEL

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

REPAIR PARTS

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

THE CARE OF THE LINE

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

Helpful Tips for the Fisherman

TO FIND LINE CAPACITY OF THE REEL

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

You know reel holds 300 yds. of number 9 line.

You want to find the capacity of number 12 line.

Multiply 300 by 9 = 2700 divided by 12 = 225 yds.

EMERGENCY REPAIRING OF BROKEN LINE

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



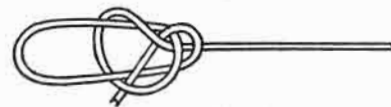
Place at least six slip knots about 1/4" apart on each end of the line as shown. Start at the center and pull each knot tight before placing the next one. Wet the line thoroughly before tying.

FISHERMEN'S KNOTS

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



Turtle knot
For eyed hooks



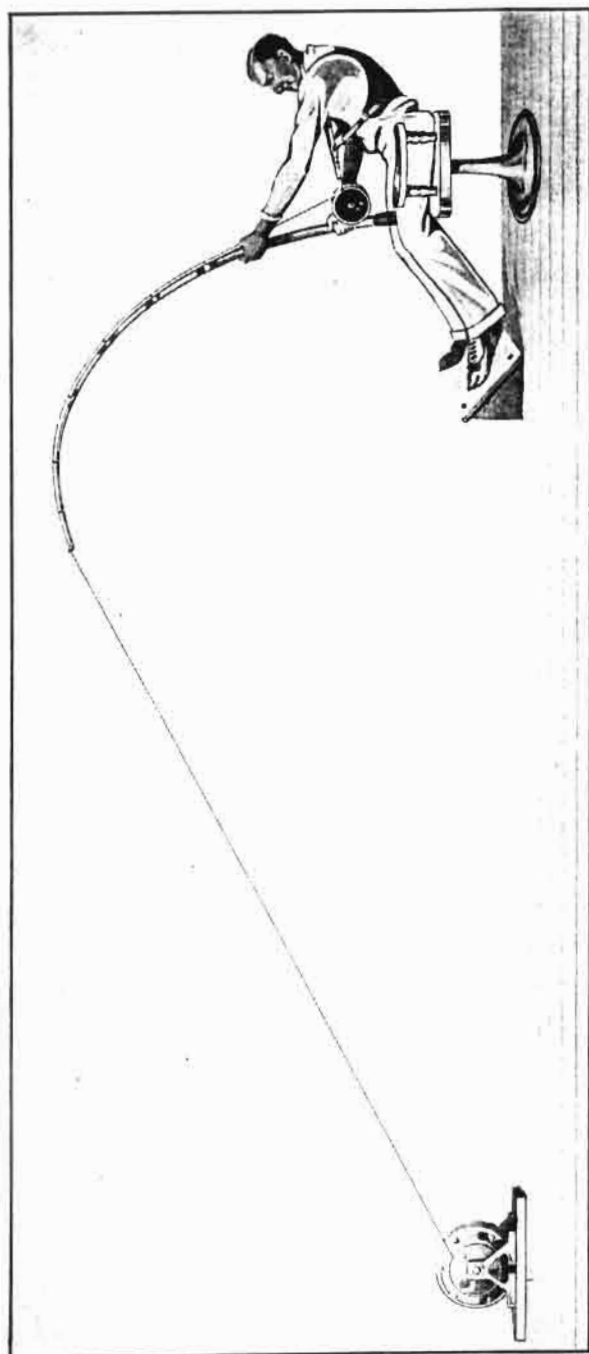
Compound knot
Loop for line or leader



Twist knot
For tying gut leader



Wedge
For tying line to swivel



THE UNIQUE TESTING OF PENN REELS

This testing equipment enables us to test our reels *under more trying conditions* than actual fishing. The runs of the fish are imitated by a motor driven drum taking the line off the reel in much the same manner as a fighting fish. The line is taken off the reel in one run against a tight drag and the test repeated several times. The excessive line speed and the enormous amount of drag in this test is very much greater than anything which the reel can ever be called upon to withstand in actual fishing. This severe factory test, combined with our unlimited guarantee, safeguards the *user of PENN REELS against any conditions that are likely to arise in actual fishing.*



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



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



PENN. FISHING TACKLE MFG. CO.
159 W. Lehigh Ave.
Philadelphia, Pa.

GENTLEMEN:

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

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

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

Yours very truly,

MURILLO HNOS
Guaymas, Mex.



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



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



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



LONG BEACH, CAL.

GENTLEMEN:

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

On August 11th, while fishing near the Coronado Islands, I hooked and landed a 168 pound Marlin Swordfish in 17 minutes. Two hours later, I was fast to a Broadbill and after a real battle of 3 hours and 15 minutes, I brought to gaff the 12 foot, 481 pound Broadbill, taken on my No. 115 *Senator* reel using 24 thread line and a 16 ounce rod tip; regulation heavy tackle.

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

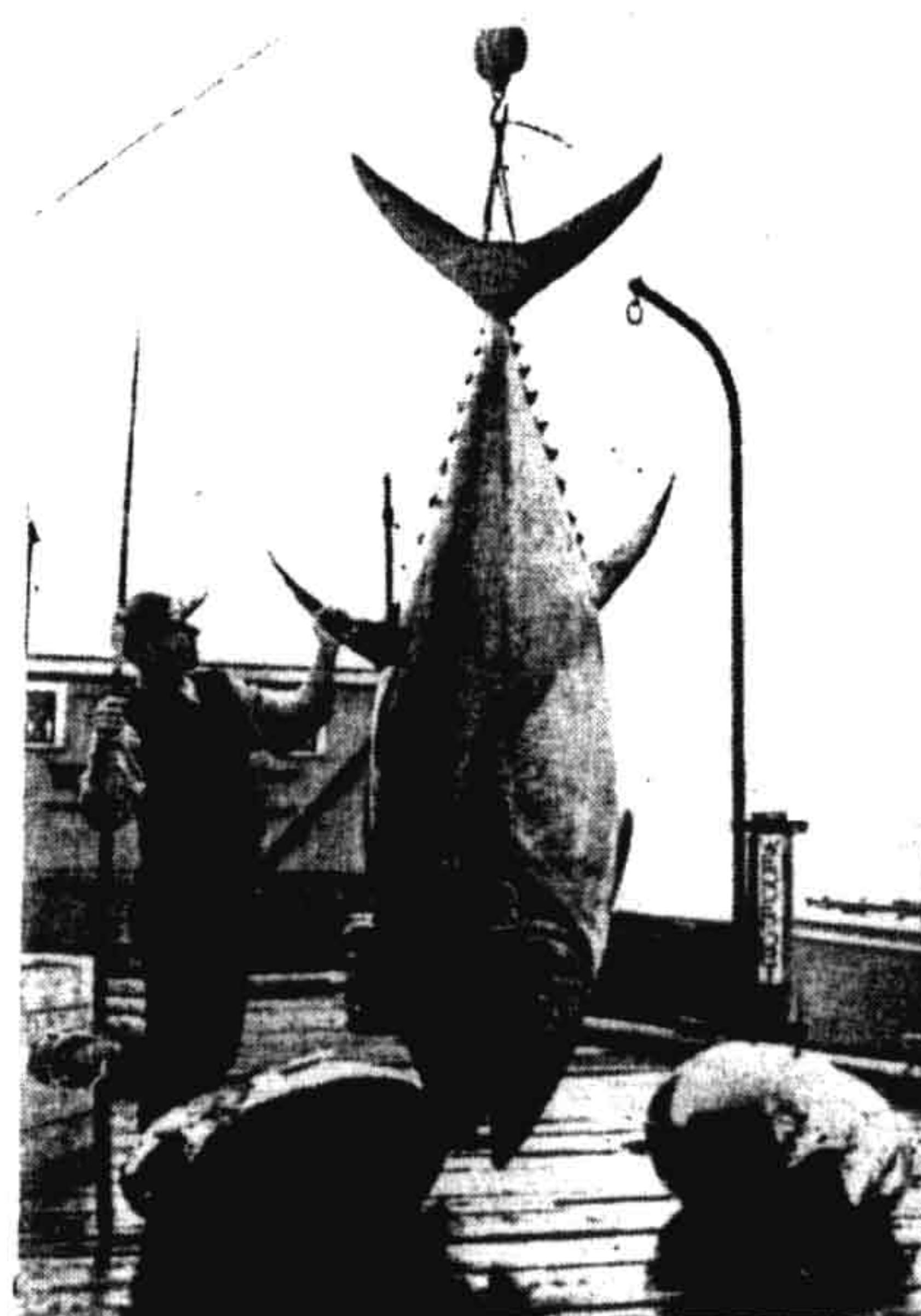
Next year I am going after the record and have great confidence in the *Senator* to do that very thing.

Very truly yours,

AL THIELER



White Marlin, weight 113 pounds, length 8 feet 3 inches, taken by J. Reinart with PENN 9/0 *Senator* reel.



Giant Nova Scotia Tuna, 790 pounds, caught by Elson Boudreau in the Wedgeport N. S. tide rip with PENN 12/0 *Senator* reel.