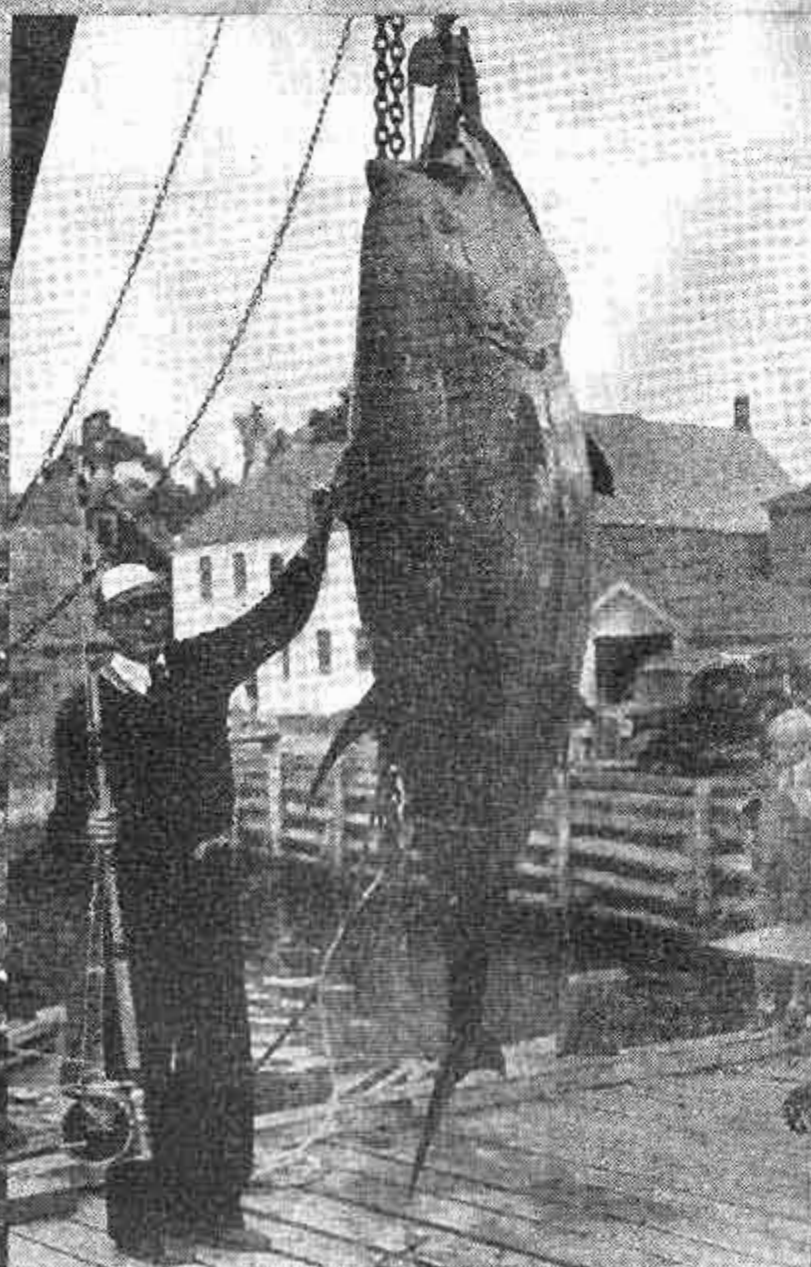


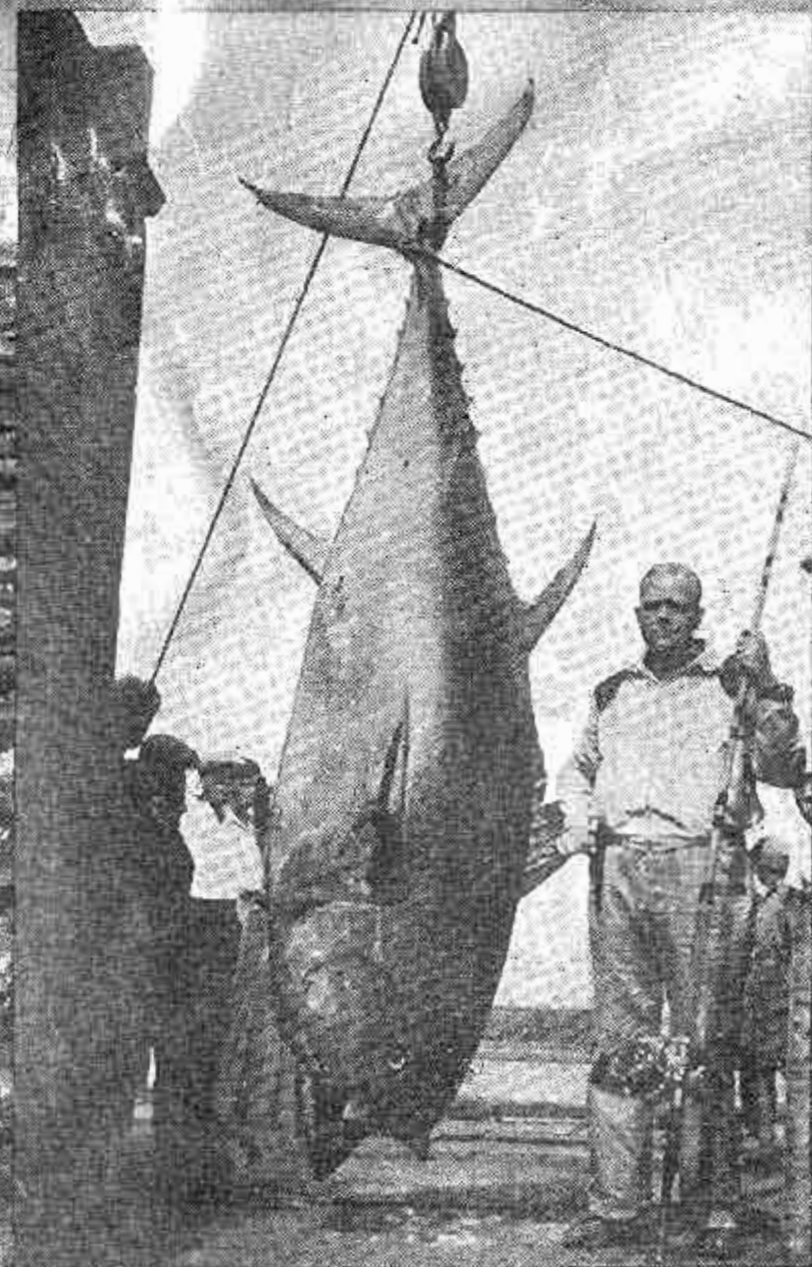
# Penn Reels

CATALOG No. 8

1938 WORLD RECORD TUNA 864 LBS.



1939 SENATOR RECORD TUNA 868 LBS.



FOR  
SALTWATER  
SPORT  
FISHING



## The Call of the Surf



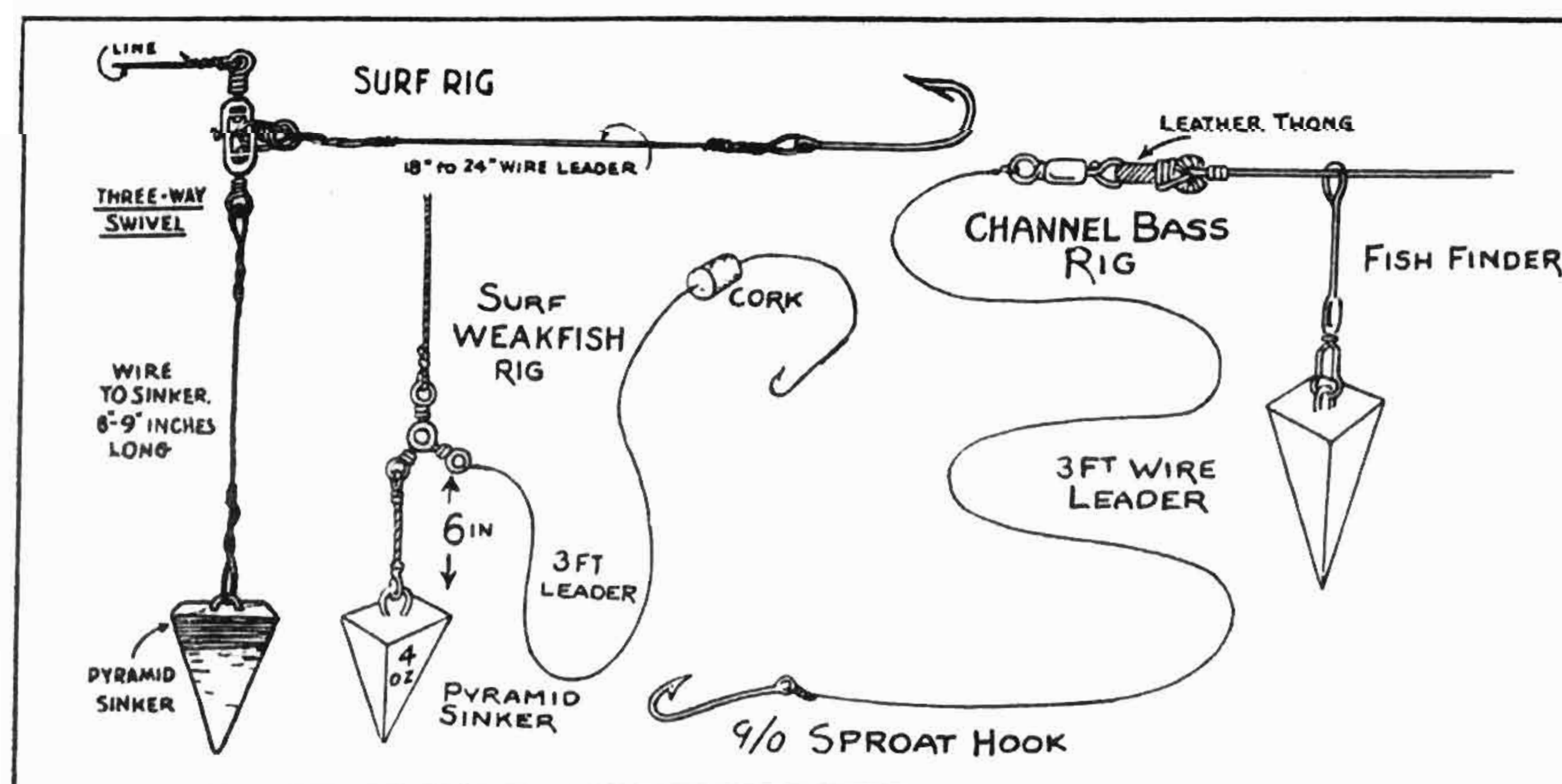
Surfcasting is to the salt water fisherman what fly casting is to the fresh water angler. It is a healthful, sporty way to take fish. The hours spent tramping the wide beach, casting your bait far out into the mysterious ever pounding surf and never to be sure what might hit your lure; the exciting feel 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.

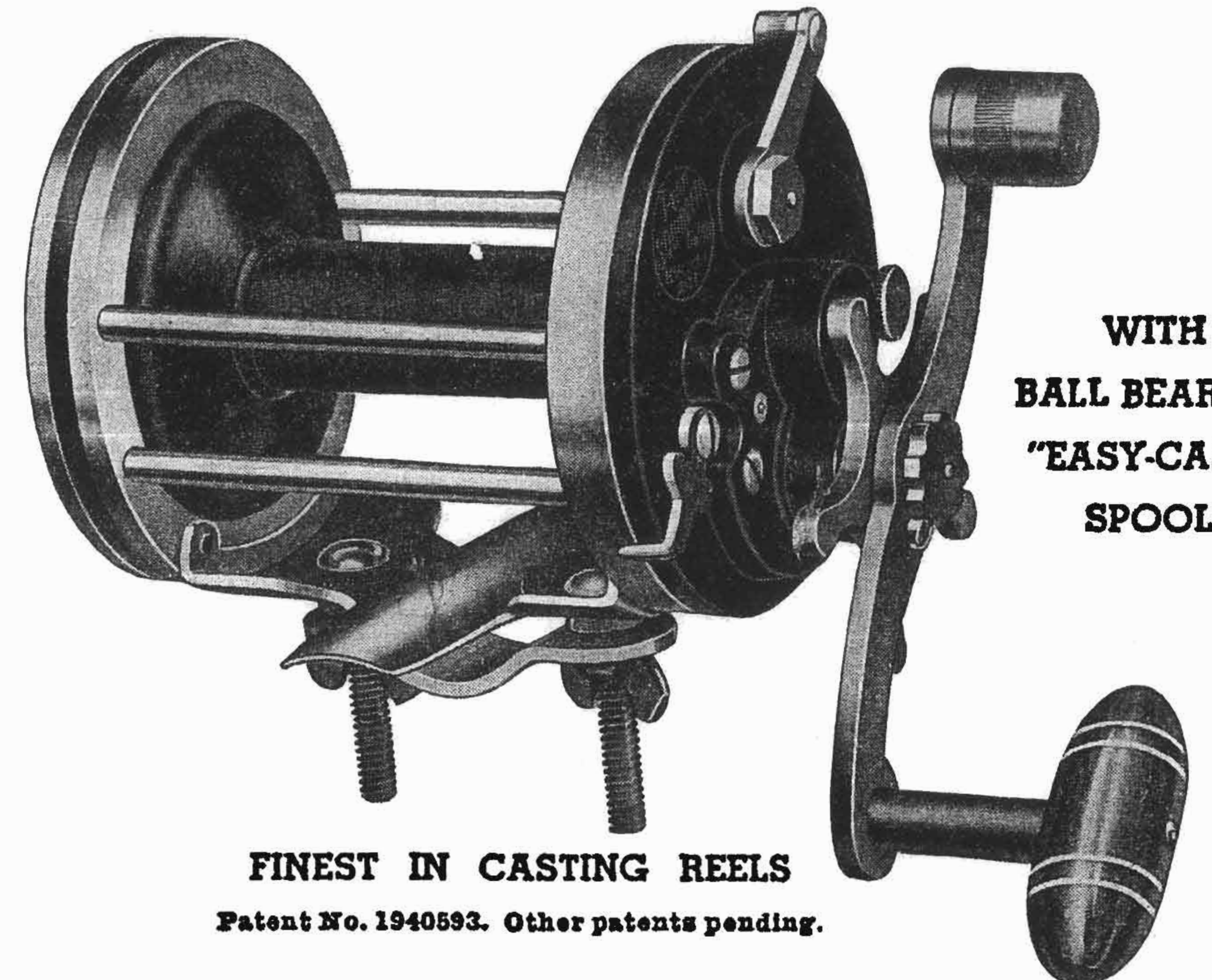
In squidding the fisherman casts a metal squid or feather lure out into the slues or on the edges of the sandbar, retrieving it as in plug casting in fresh water. While surf casting tackle is good for squidding, the reel should be of speedy action with a gear ratio of 3 to 1.

## SURF FISHING RIGS



## » PENN SQUIDDER «

WITH EXTRA SPOOL



WITH  
BALL BEARING  
"EASY-CAST"  
SPOOL

FINEST IN CASTING REELS

Patent No. 1940593. Other patents pending.

No. 140—200 yds. No. 9; Plate Diam.  $2\frac{3}{4}$ "; spool width  $2\frac{1}{4}$ "; weight 17 oz. Price \$25.00  
No. 140L—Left hand model ..... 27.00

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

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

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

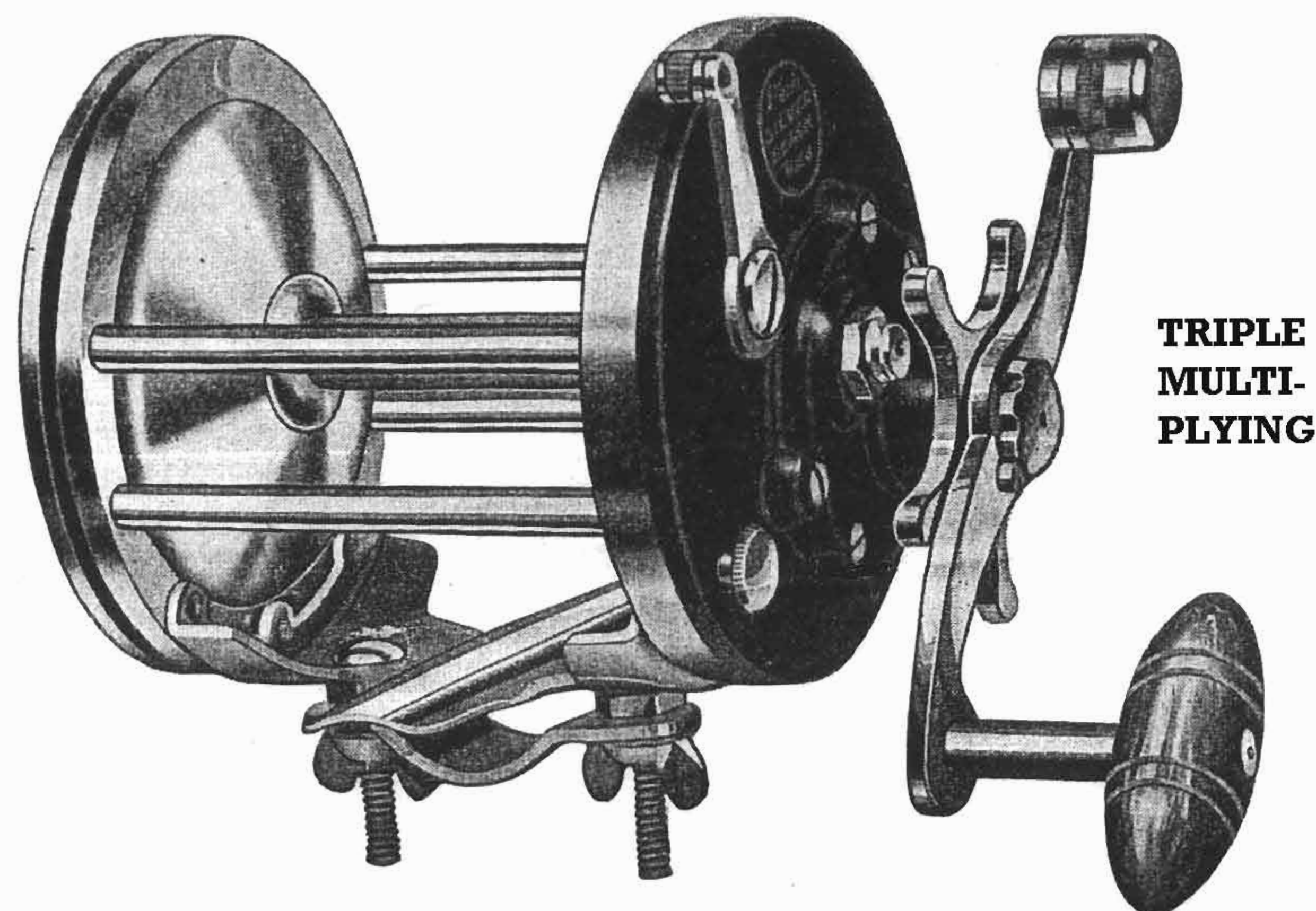
**NEW Large Diameter Spool Arbor.** No need to build up spool with idle line and impair casting ability. Line can be fished to the last inch.

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

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



» SILVER BEACH «



TRIPLE  
MULTI-  
PLYING

HIGH GRADE SURF AND SQUIDDING REEL

Patent Nos. 1940593-1952756

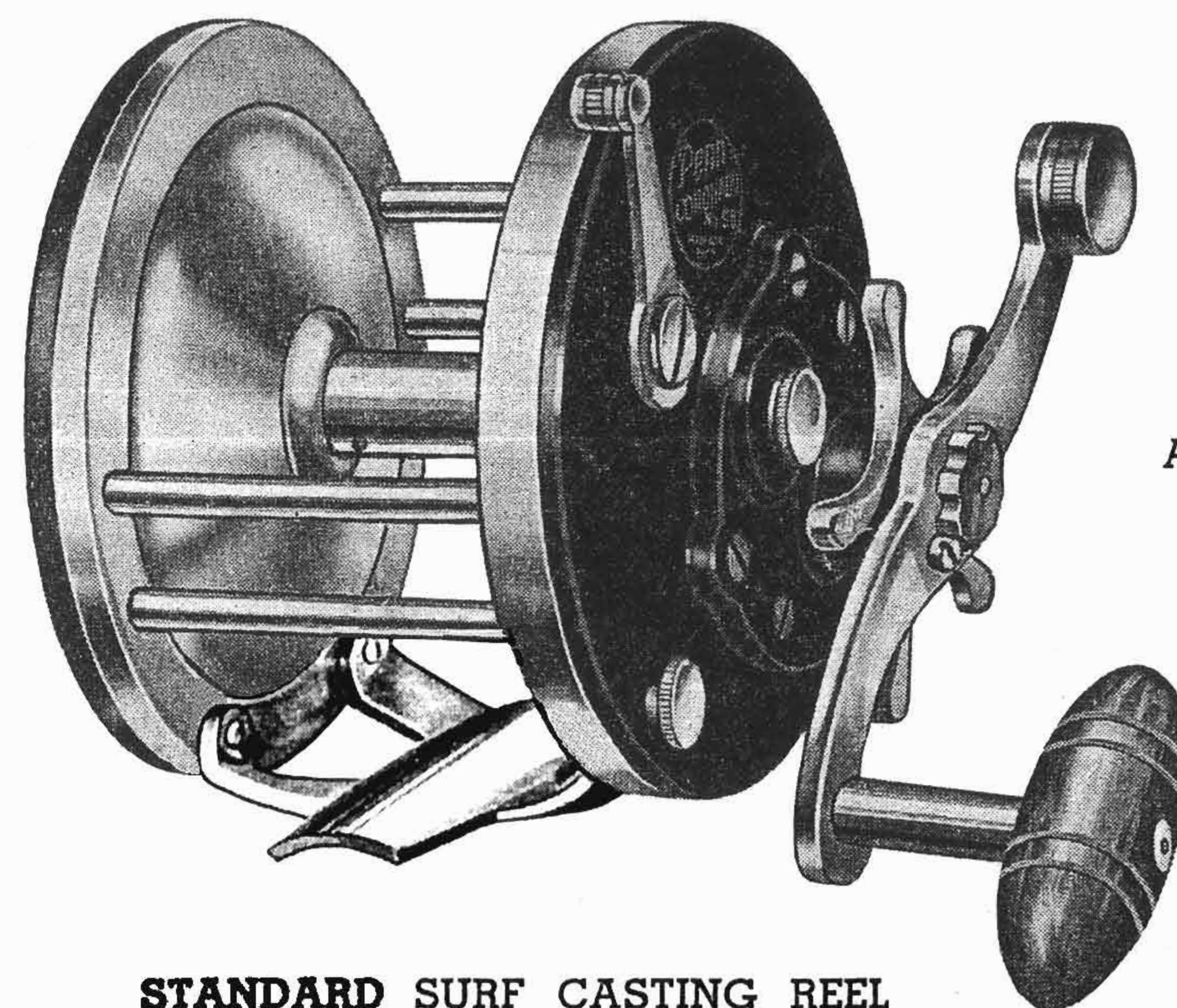
With and without Star Drag—Gear Ratio 3 to 1

- No. 97**—Star Drag—Plate Diameter 3"; spool width  $2\frac{1}{8}$ "; weight 21 oz...Price **\$10.00**  
**No. 98**—Free Spool—Plate Diameter 3"; spool width  $2\frac{1}{8}$ "; 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 20 and 21.

» CORONADO «



TAKE  
APART

STANDARD SURF CASTING REEL

Patent Nos. 1940593-1952756

The *Coronado Take Apart* is the *ideal* reel for surf casting, as the reel can easily be taken apart on the beach. (See page 2.) In surf fishing the reel might become sandlogged and would be useless for fishing. With our *take-apart* feature it only takes a minute to clean the reel and continue fishing. Also an extra spool can be supplied with this model to provide for the use of different size lines, or in the case of a broken line or a bad tangle, the angler does not have to lose precious fishing time, but only a minute to exchange 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"	$1\frac{5}{8}$ "	17½ oz.	\$8.00
No. 90—250 Yds.	375	250	190	150	$2\frac{1}{2}$ to 1	$3\frac{1}{4}$ "	$1\frac{1}{2}$ "	19 oz.	9.00
No. 95—300 Yds.	450	300	225	175	$2\frac{1}{2}$ to 1	$3\frac{1}{4}$ "	$2\frac{1}{8}$ "	20½ oz.	10.00



# NEW LIGHT SPOOL TAKE APART SURF AND SQUIDDING REEL

EASY-CAST

## » SURFMASTER «

WITH EXTRA SPOOL

**NEW  
IN  
DESIGN**

**Rust-Proof  
Line Anchor**

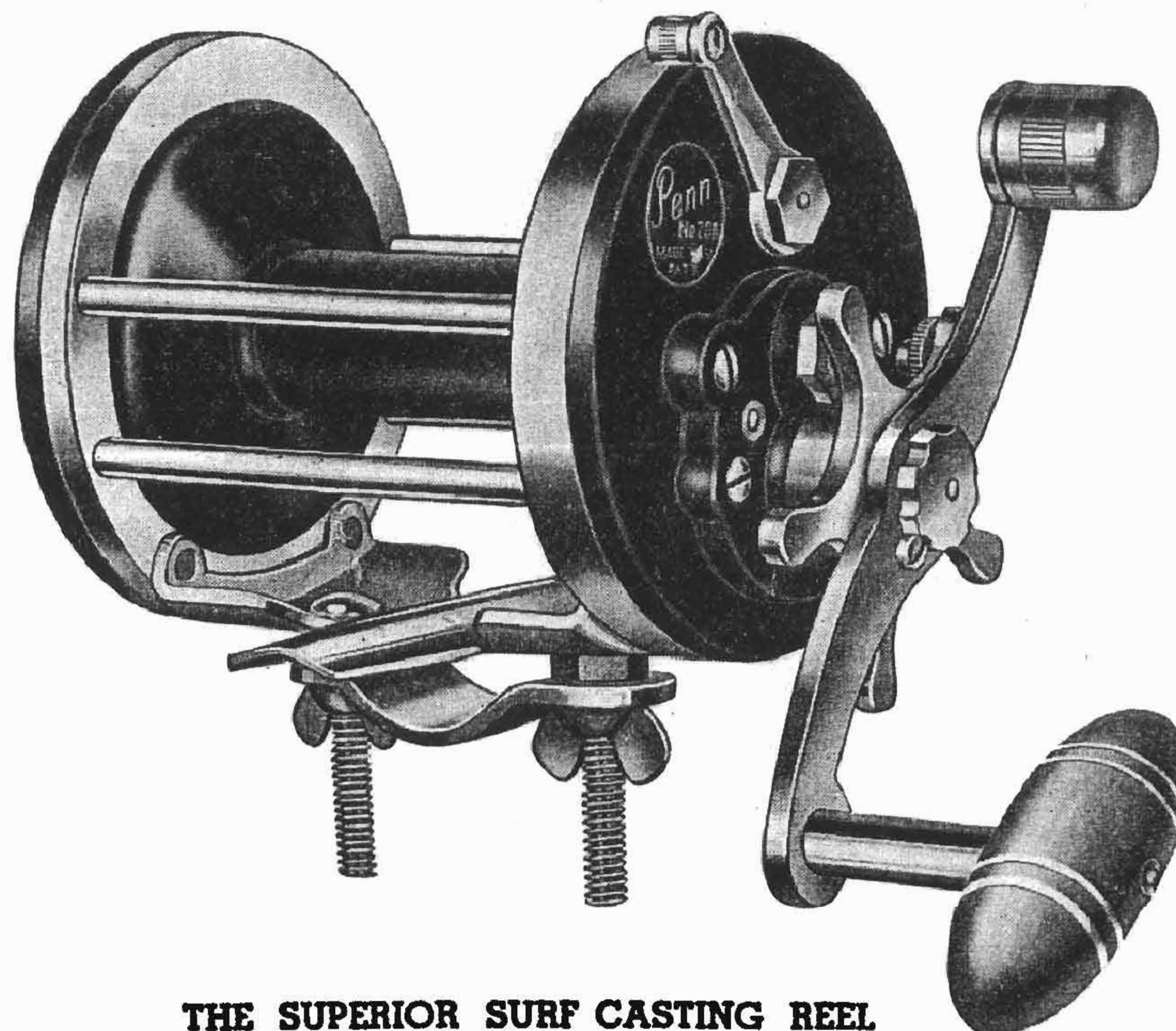
**Large Diam.  
Spool Arbor**

**Light Weight  
Easy-Cast Spool**

**Wide Frame  
2  $\frac{1}{4}$  Inches**

**Small Diam.  
End Plates**

**Rod Clamp  
Attachment**



**Nickel-Silver  
Frame**

**Positive Free  
Spool Clutch**

**Take Apart  
Feature**

**Handle Screw  
Safety Lock**

**Triple  
Multiplying  
Steel Gears**

**Slip-Proof  
Torpedo Handle**

**FAST  
IN  
ACTION**

### THE SUPERIOR SURF CASTING REEL

The *Surfmaster* reel is built along the lines of the *Squidder* reel, but held at a price within everybody's reach. It is light in weight, fast in action and equipped with our "easy-cast" light weight spool. An extra interchangeable spool is supplied with every reel. Gears are triple multiplying. Frame is made of nickel-silver and chromium-plated. Made in three sizes for light, medium and heavy fishing.

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

#### SPECIFICATIONS

No. and Type of Reel	Style of Fishing	Line Capacity in Yards			Plate Diam.	Spool Width	Weight of Reel	Price Each
		No. 6	No. 9	No. 12				
No. 150—Star Drag No. 151—Free Spool	Light	200	150		2 $\frac{1}{4}$ "	2 $\frac{1}{4}$ "	17 oz. 16 oz.	\$11.00 9.00
No. 200—Star Drag No. 201—Free Spool	Medium		200	150	2 $\frac{1}{4}$ "	2 $\frac{1}{2}$ "	18 oz. 17 oz.	12.00 10.00
No. 250—Star Drag	Heavy		250	200	3 $\frac{1}{8}$ "	2 $\frac{1}{2}$ "	19 oz.	13.00



# NEW SPECIAL BUILT REEL FOR LIVE BAIT FISHING

LONG BEACH

## » LIVE BAIT CASTER « WITH EASY-CAST SPOOL

NEW  
GAME  
FISH  
REEL

Rust-Proof  
Line Anchor

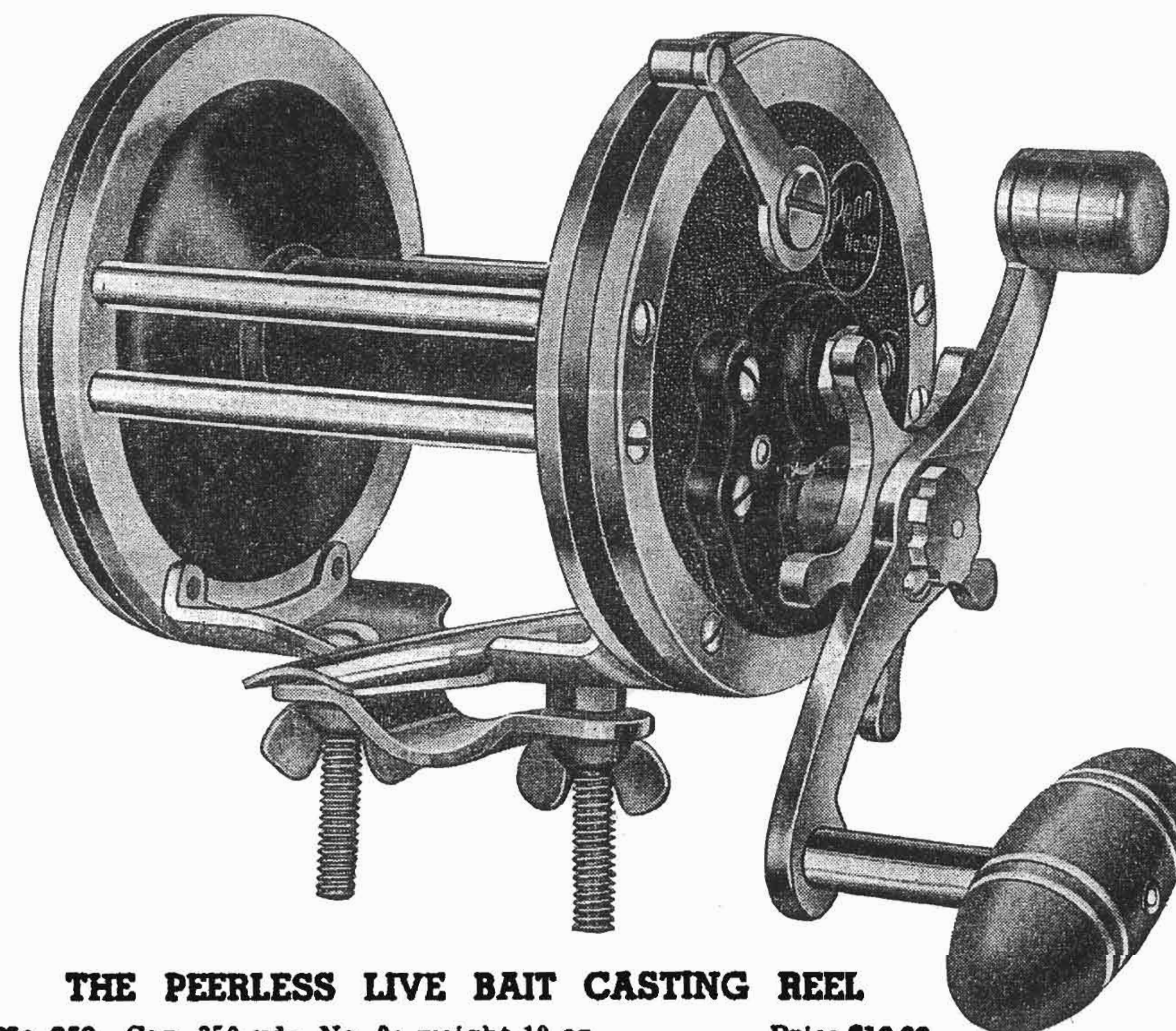
Large Diam.  
Spool Arbor

Light Weight  
Easy-Cast Spool

Wide Frame  
2  $\frac{1}{4}$  Inches

Double Bound  
End Plates

Rod Clamp  
Attachment



Nickel-Silver  
Frame

Never-Fail  
Free Spool Clutch

Non-Strip  
Steel Gears

Powerful  
Star Drag

Handle Screw  
Safety Lock

Slip-Proof  
Torpedo Handle

TRIPLE  
MULTI-  
PLYING

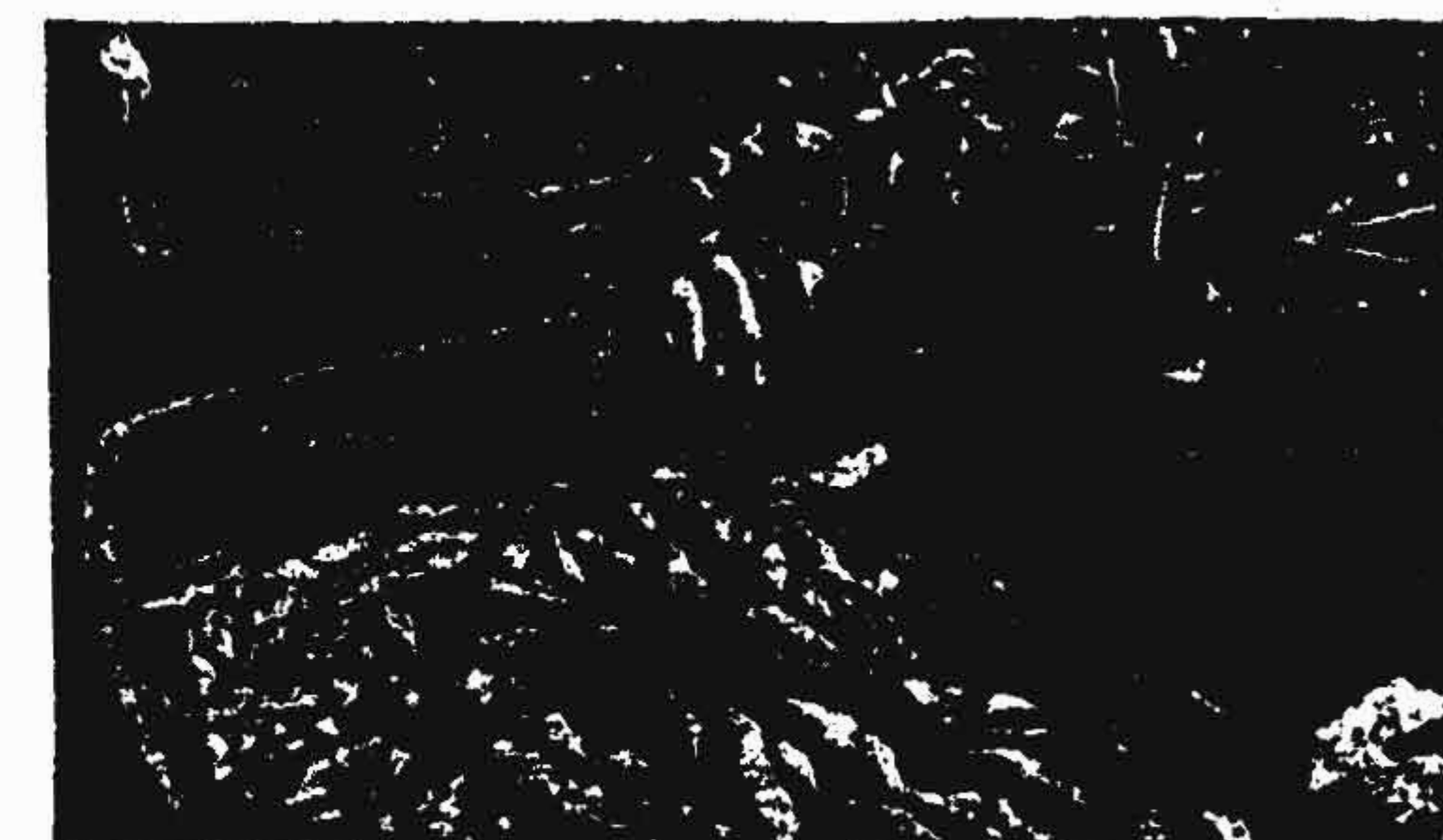
### THE PEERLESS LIVE BAIT CASTING REEL

No. 259—Cap. 250 yds. No. 9; weight 19 oz.....Price \$10.00

No. 259L—Left hand ..... 11.00

This reel is developed from our well known *Long Beach Reel*, but redesigned especially for live-bait casting and equipped with our *Easy-Cast* light weight spool, the weight of which is only one-half the weight of metal spools. In addition, these spools are corrosion-proof for better line protection. This reel is equipped with triple multiplying non-strip steel gears, never-fail free spool clutch, powerful Star Drag, torpedo handle, rod clamp attachment and *One Shot* lubrication system. End plates are double metal bound and frame is made of nickel-silver and chromium-plated.

*Catch of Yellowtail on  
a typical live-bait sport  
fishing boat. Caught at  
Coronado Islands, Mex.*





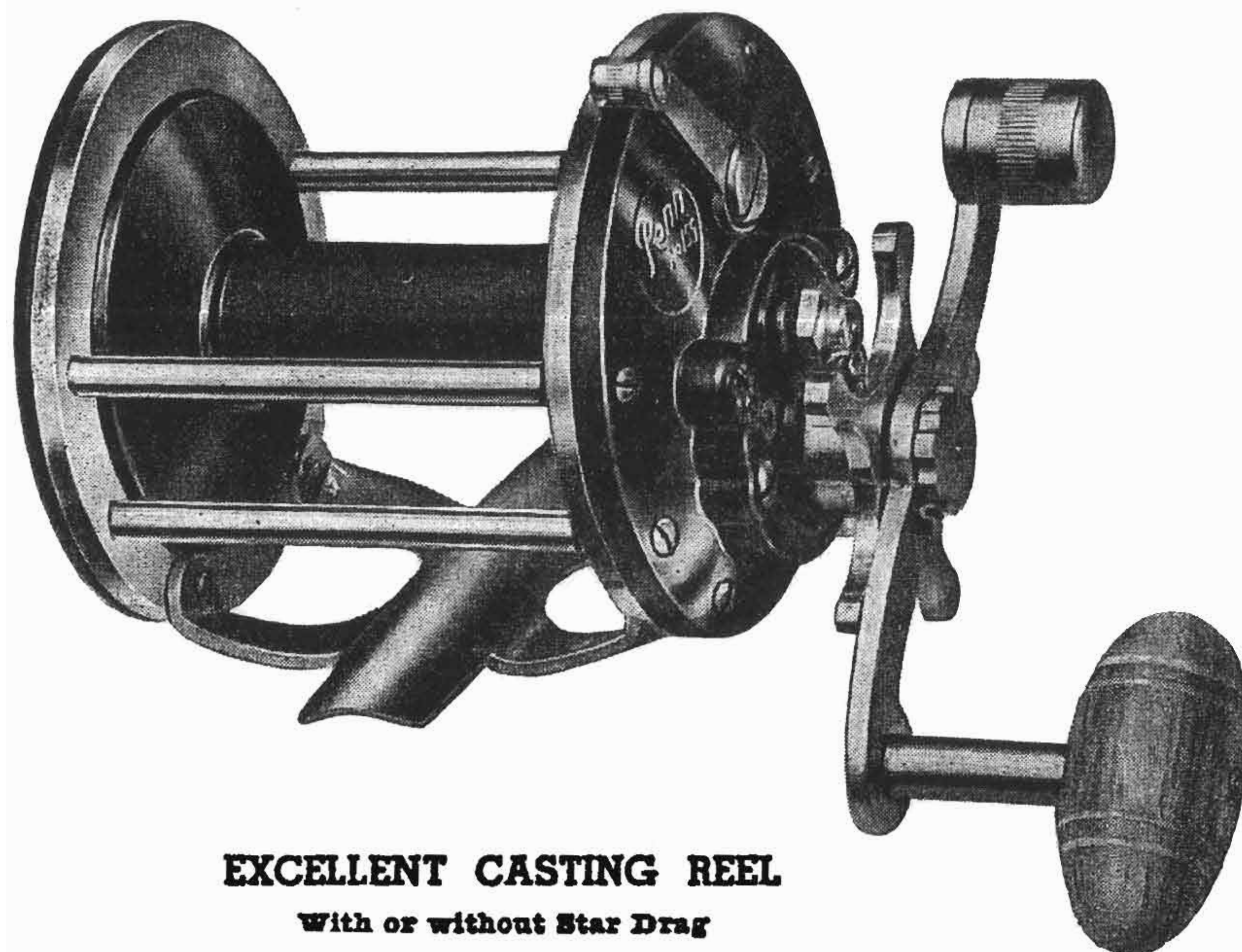
# NEW LIGHT TACKLE CASTING REELS

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

200 and 150 Yard

## » Light Tackle Casting Reel «

With "EASY-CAST" Spool



### EXCELLENT CASTING REEL

With or without Star Drag

High grade light weight reel with small streamlined and metal bound end plates. Equipped with light weight EASY-CAST bakelite spool. Made in two sizes for casting and bay fishing. The non-strip gears are *triple multiplying* for speedy action. Equipped with free spool clutch, non-slip Star Drag, torpedo handle and *One Shot* lubricating system.

#### SPECIFICATIONS

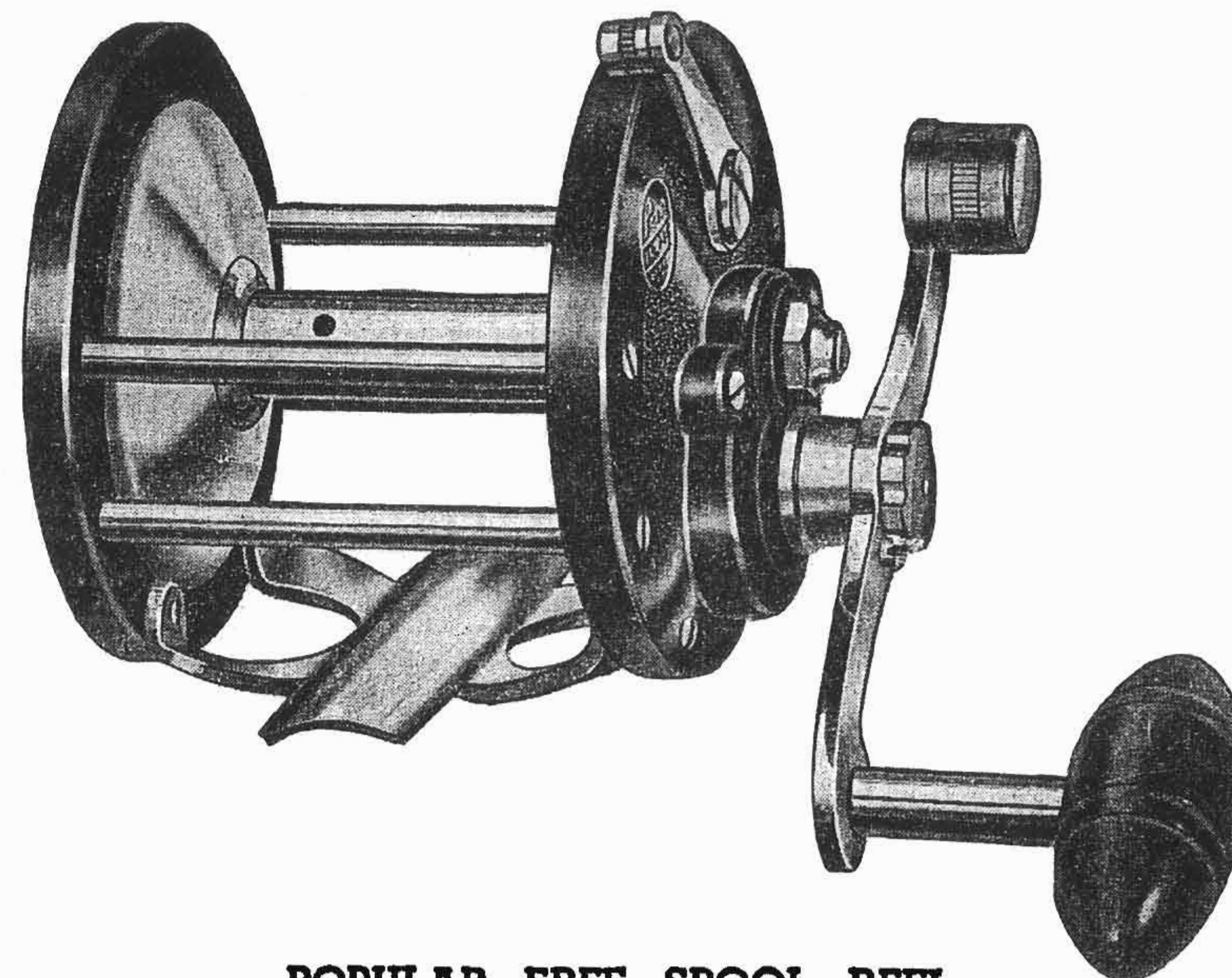
No. and Type of Reel	Line Capacity in Yards			Plate Diam.	Spool Width	Weight of Reel	Price Each
	No. 6	No. 9	No. 12				
No. 155—Star Drag No. 156—Free Spool	300	200	150	2 3/4"	2 1/16"	14 oz. 13 1/2 oz.	\$7.00 6.00
No. 160—Star Drag No. 161—Free Spool	200	150	100	2 3/4"	2 1/8"	13 1/2 oz. 13 oz.	6.00 5.00

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

150 Yard

## » Light Tackle Casting Reel «

With Metal Spool



### POPULAR FREE SPOOL REEL

Triple Multiplying

No. 170—Free Spool—Weight 13 oz., Price \$4.00

Popular light weight reel for light casting and bay fishing. Capacity 150 yards. No. 9. The small streamlined end plates are 2 3/4 inches in diameter. Equipped with a chromium-plated spool 2 1/8 inches wide. Free spool clutch is operated by a *snap* lever on rim. The non-strip gears are *triple multiplying* for fast action. The S shaped handle is fitted with slip-proof torpedo knob. The frame is built with double side pillars and open top for easy thumbing of spool. Reel can be greased and oiled from the outside. Metal parts are chromium-plated. A combination wrench and screw driver and a PENN lubricating set are furnished with every reel.

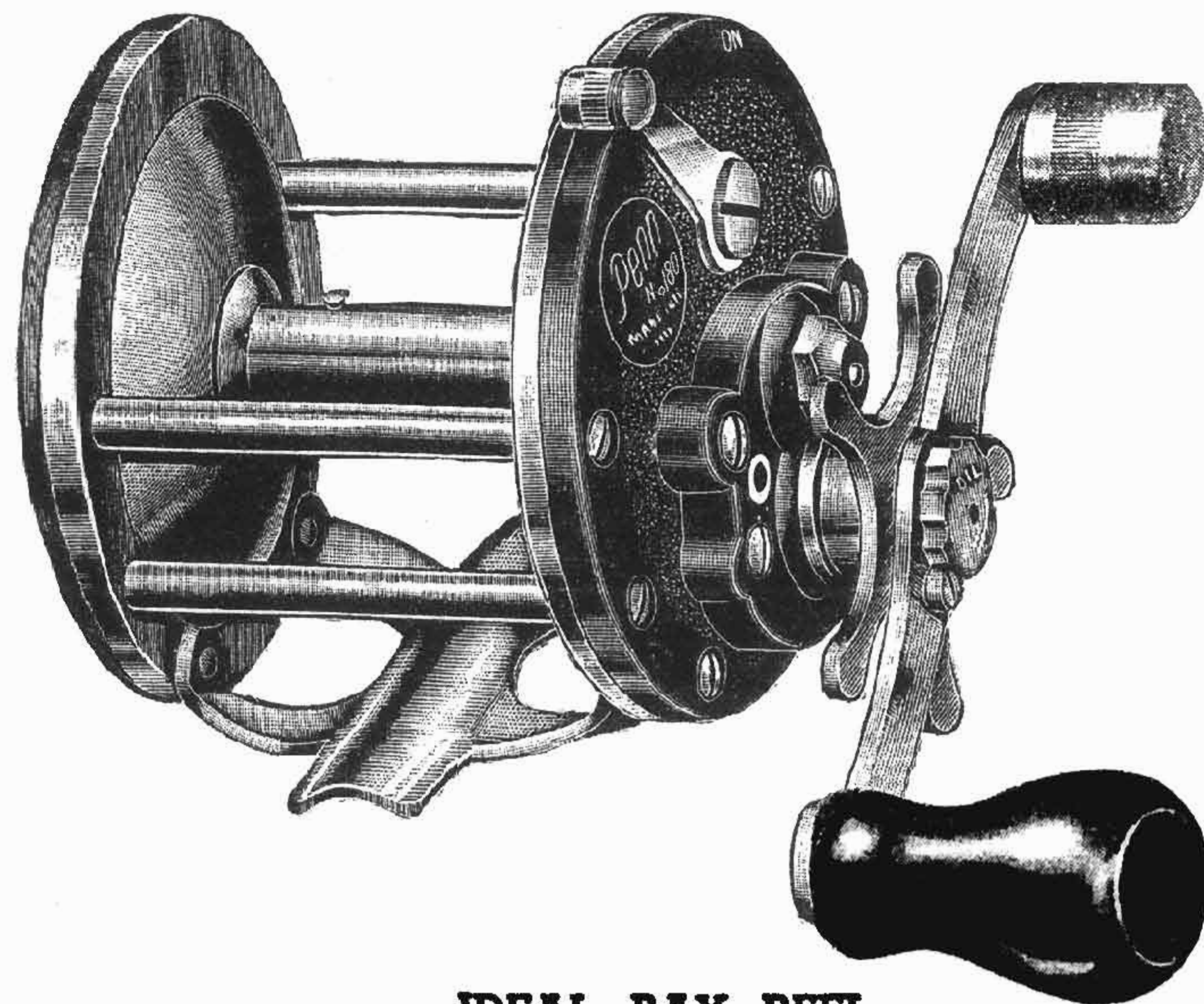


# 100 YARD LIGHT TACKLE REELS FOR SALT WATER AND BAIT CASTING RODS

*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.*

100 Yard

## » Light Tackle Bay Reel «



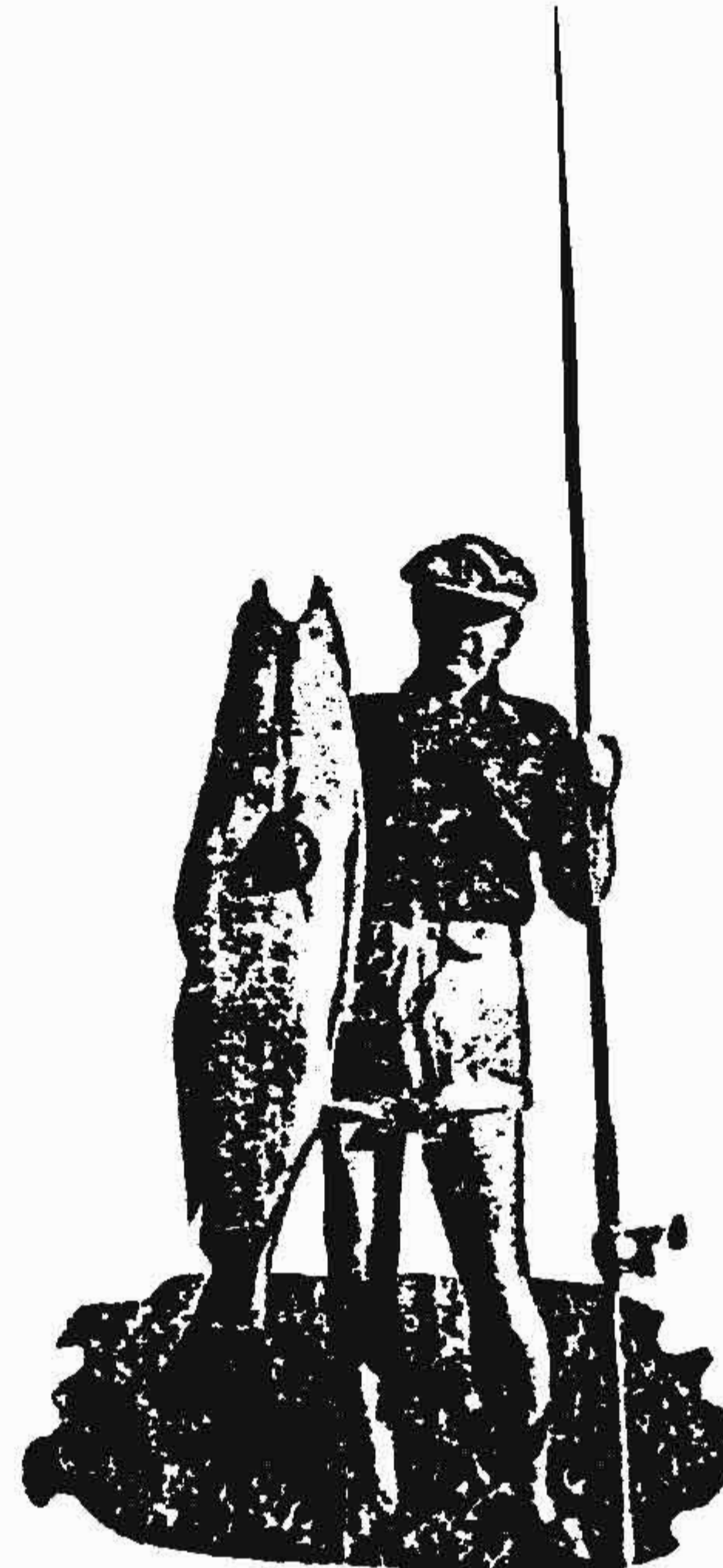
**IDEAL BAY REEL**

**With or without Star Drag**

**No. 180—Star Drag—Weight 12½ oz.....Price \$5.00**

**No. 185—Free Spool—Weight 12 oz..... 4.00**

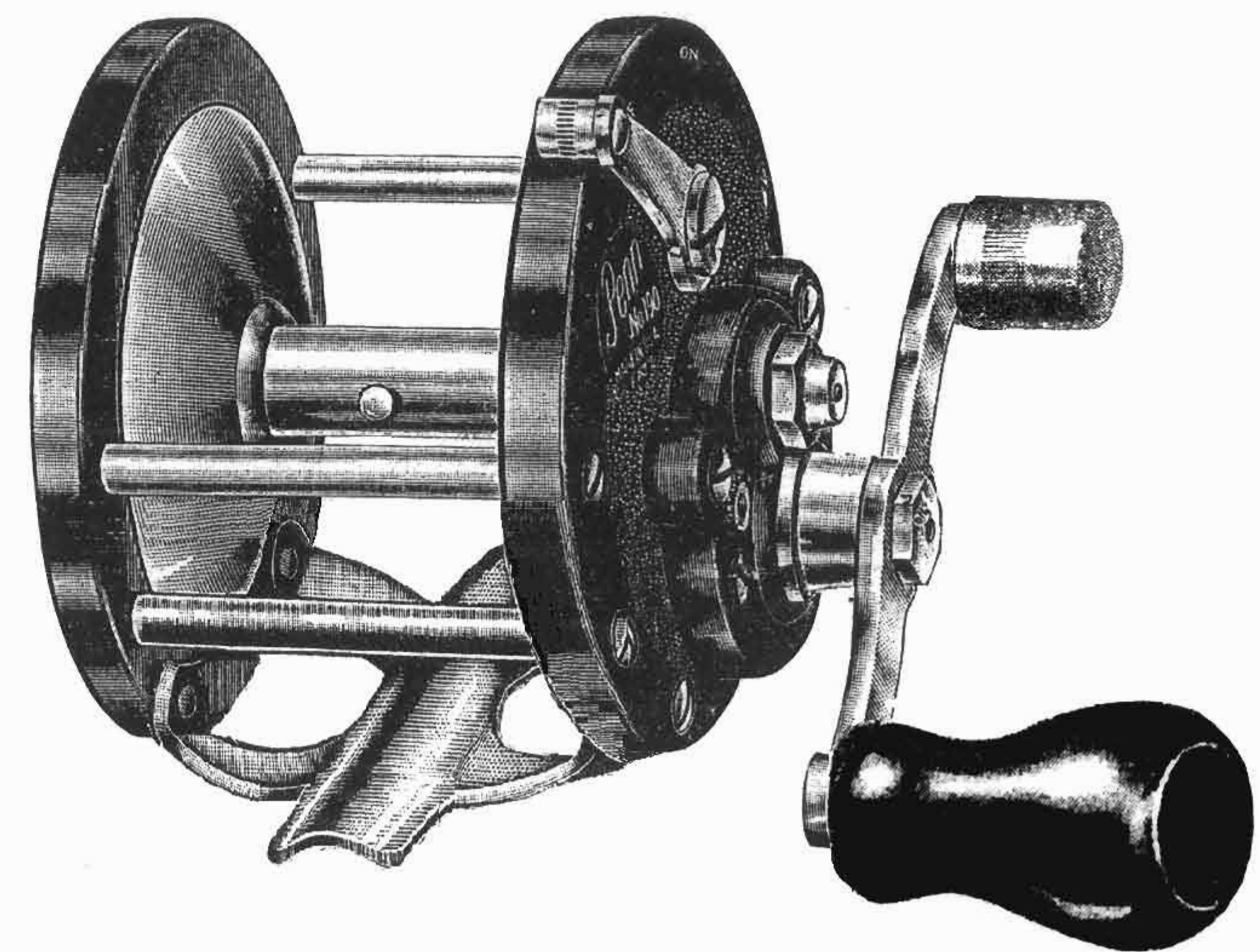
A small light weight reel that will add greatly to the pleasure of light tackle fishing. Capacity 100 yards of No. 9 line. Made with and without Star Drag. Adaptable to fresh and salt water rods. Sturdy reel but light in weight. Frame is constructed with double side pillars and open top. The non-strip gears are triple multiplying for fast action. Equipped with free spool clutch, adjustable spool bearings, sliding click, one piece reel seat and *One Shot Lubrication*. End plates are streamlined and metal bound. Plate diameter 2¼ inches, spool width 1½ inches.



60 lb. Jewfish caught by W. Stonex of North Sydney, Australia, with PENN No. 160 Light Tackle reel.

100 Yard

## » Light Tackle Bay Reel «



**POPULAR BAY REEL**

**Triple Multiplying**

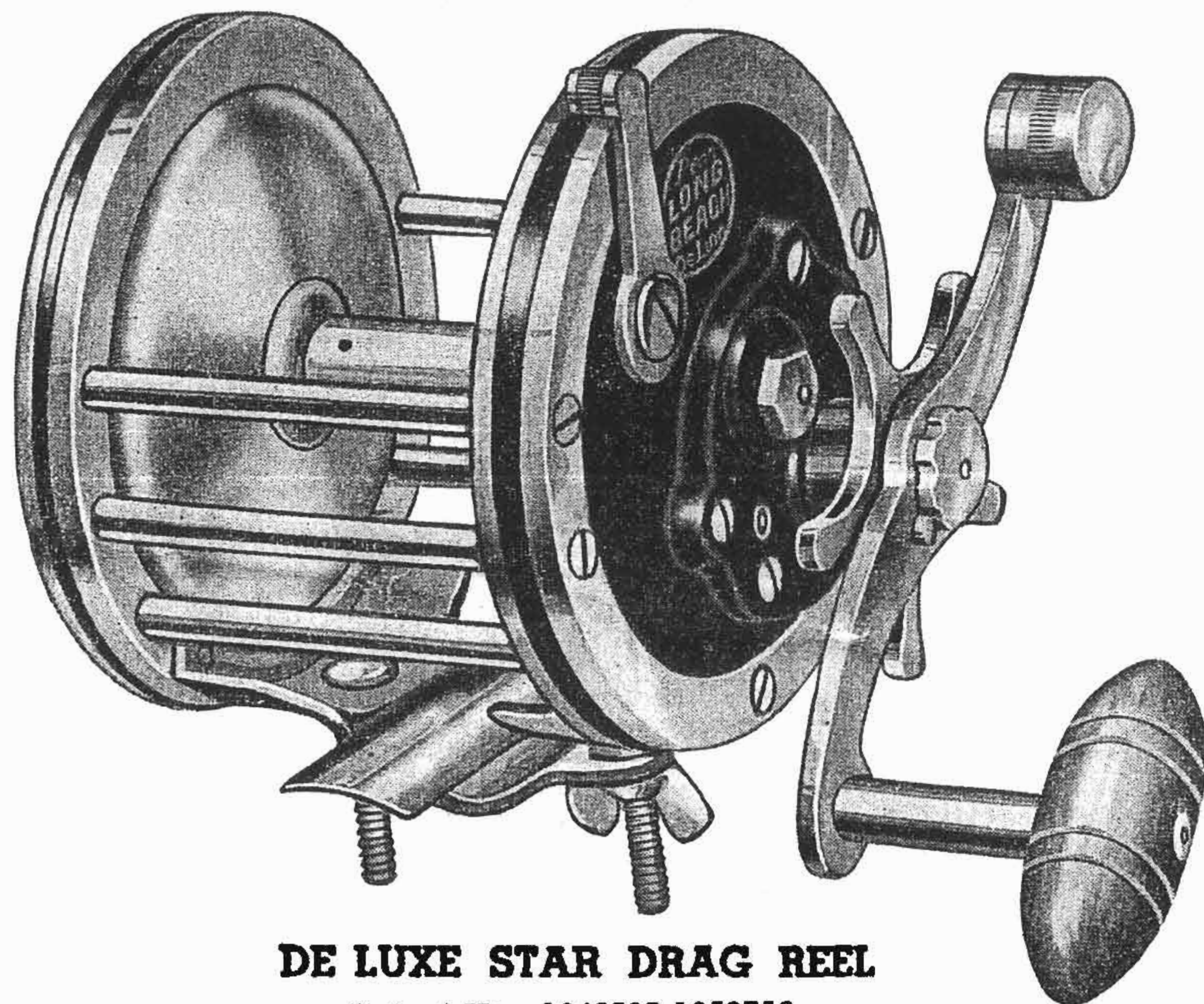
**No. 190—Free Spool—Weight 12 oz.....Price \$3.00**

Ideal reel for light tackle bay fishing. Capacity 100 yards No. 9 line. Reel seat fits fresh and salt water rods. The spiral cut gears are triple multiplying for speedy action. Free spool clutch is operated by a *snap* lever on rim. Spool end play can be taken up by an adjustable bearing. A sliding click provides for arresting spool. Reel can be lubricated from the outside. Handle is fitted with a safety lock screw. Metal parts are chromium-plated. The small streamlined end plates are beautifully engraved and 2¼ inches in diameter. The metal spool is chromium-plated and 1½ inches wide.



# STANDARD STAR DRAG SURF CASTING AND SALT WATER REELS

## » LONG BEACH DE LUXE «



**DE LUXE STAR DRAG REEL**

Patent Nos. 1940593-1952756

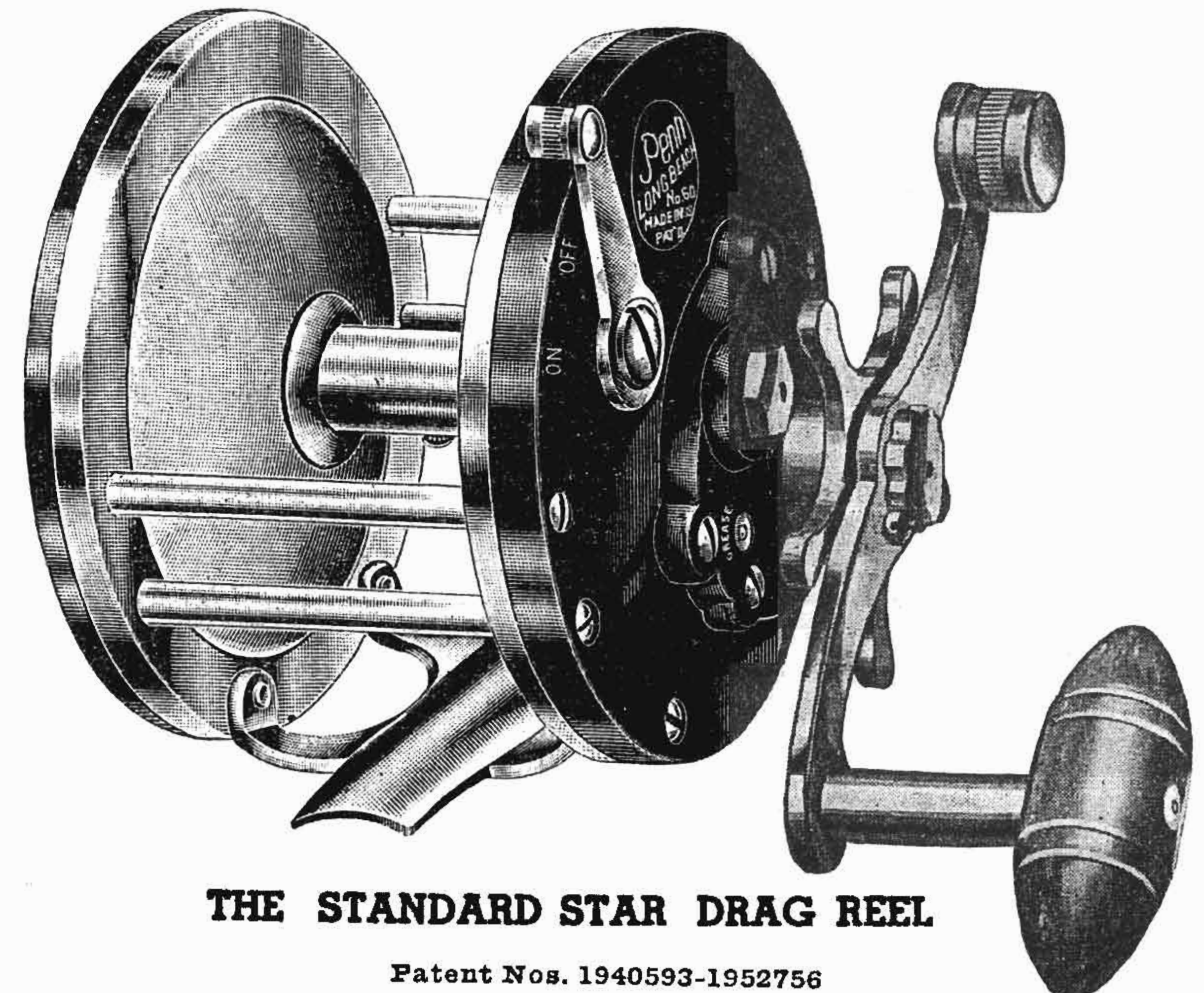
We recommend this reel for large game fish, when casting does not permit the use of a trolling reel. These reels are of small diameter and for greater line capacity the width of the spool is increased instead of the diameter. The top of the reel is left open for greater freedom in thumbing the spool 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 salt water proof. Our *One Shot Lubrication* safeguards perfect performance. Details of construction on pages 20 to 21.

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 $\frac{1}{2}$ "	21 oz.	\$10.00
DL 65—300 Yds.	450	300	225	180	3 $\frac{1}{4}$ "	2 $\frac{1}{4}$ "	22 oz.	12.50
DL 66—400 Yds.	600	400	300	240	3 $\frac{1}{4}$ "	2 $\frac{3}{8}$ "	23 oz.	15.00

## » LONG BEACH «



**THE STANDARD STAR DRAG REEL**

Patent Nos. 1940593-1952756

The *Long Beach* is a universal salt water reel equipped with our powerful Star Drag. (Details on page 20.) 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 20.) 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 21.) Our *One Shot Lubrication* safeguards perfect performance. (Illustration on page 20.) Metal parts are hand polished and chromium-plated.

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

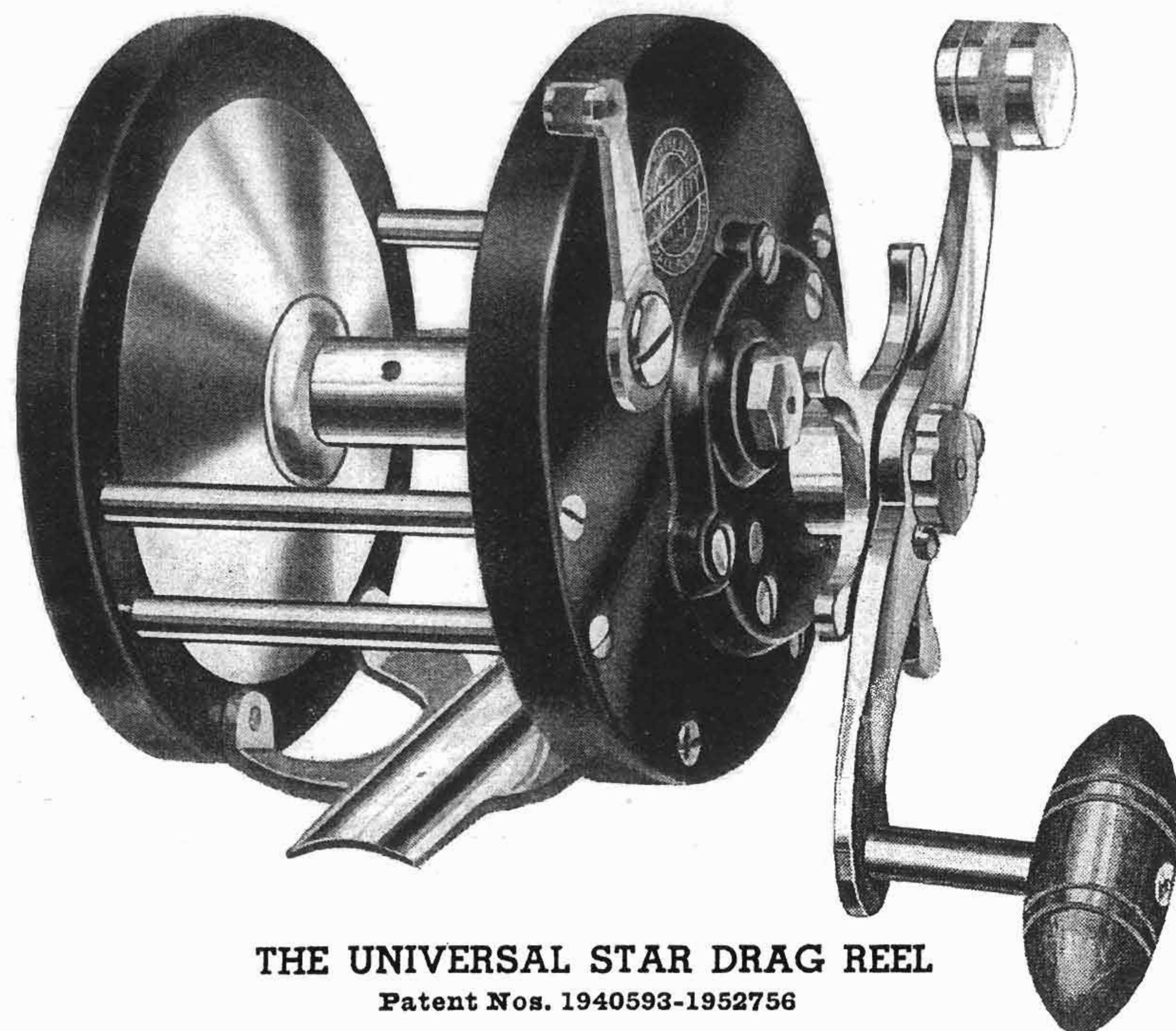
### SPECIFICATIONS

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. 60—250 Yds.	375	250	190	150	2 $\frac{1}{2}$ to 1	3 $\frac{1}{4}$ "	1 $\frac{1}{2}$ "	17 $\frac{1}{2}$ oz.	\$6.50
No. 65—300 Yds.	450	300	225	180	2 $\frac{1}{2}$ to 1	3 $\frac{1}{4}$ "	2 $\frac{1}{4}$ "	19 oz.	7.00
No. 66—400 Yds.	600	400	300	250	2 $\frac{1}{2}$ to 1	3 $\frac{1}{4}$ "	2 $\frac{1}{4}$ "	21 oz.	7.50
No. 67—500 Yds.	700	500	375	300	2 $\frac{1}{2}$ to 1	3 $\frac{1}{4}$ "	2 $\frac{1}{2}$ "	22 oz.	8.00



# STANDARD STAR DRAG SURF CASTING AND SALT WATER REELS

## » BRIDGE CITY «



THE UNIVERSAL STAR DRAG REEL

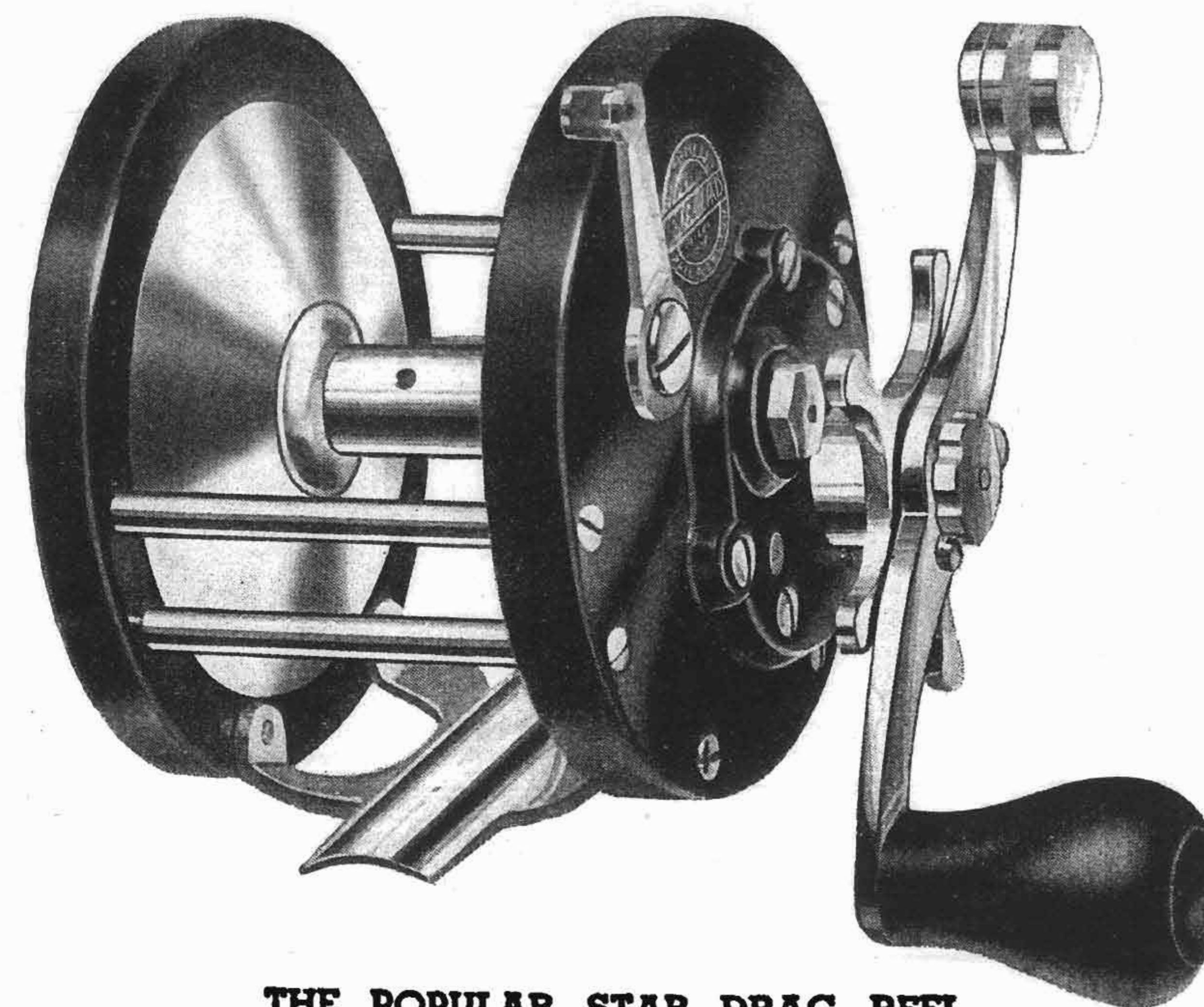
Patent Nos. 1940593-1952756

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 are 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 20 and 21.

### 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 1/4"	15 oz.	\$4.00
No. 100—250 Yds.	375	250	185	150	2 1/2 to 1	3 1/4"	1 7/8"	16 1/2 oz.	4.50
No. 105—300 Yds.	450	300	225	175	2 1/2 to 1	3 1/4"	2 1/4"	18 oz.	5.00

## » BAYHEAD «



THE POPULAR STAR DRAG REEL

The *Bayhead* reel is our lowest priced Star Drag reel and made in three sizes. It is sturdily built and equipped with our powerful and non-slipping *Star Drag*, adjustable by a star wheel on handle. The free spool clutch is operated by a *snap* lever on rim. Driving gears are spiral cut and cannot strip. Frame is built with double side pillars and open top for free thumbing of the spool. Handle is S shaped and fitted with straight knob. Spool end play can be taken up by an adjustable bearing. Our *One Shot* lubricating system provides for oiling and greasing from the outside. Back plate is fitted with an adjustable click. End plates are made of bakelite. Metal parts are made of brass and finished in chrome.

### SPECIFICATIONS

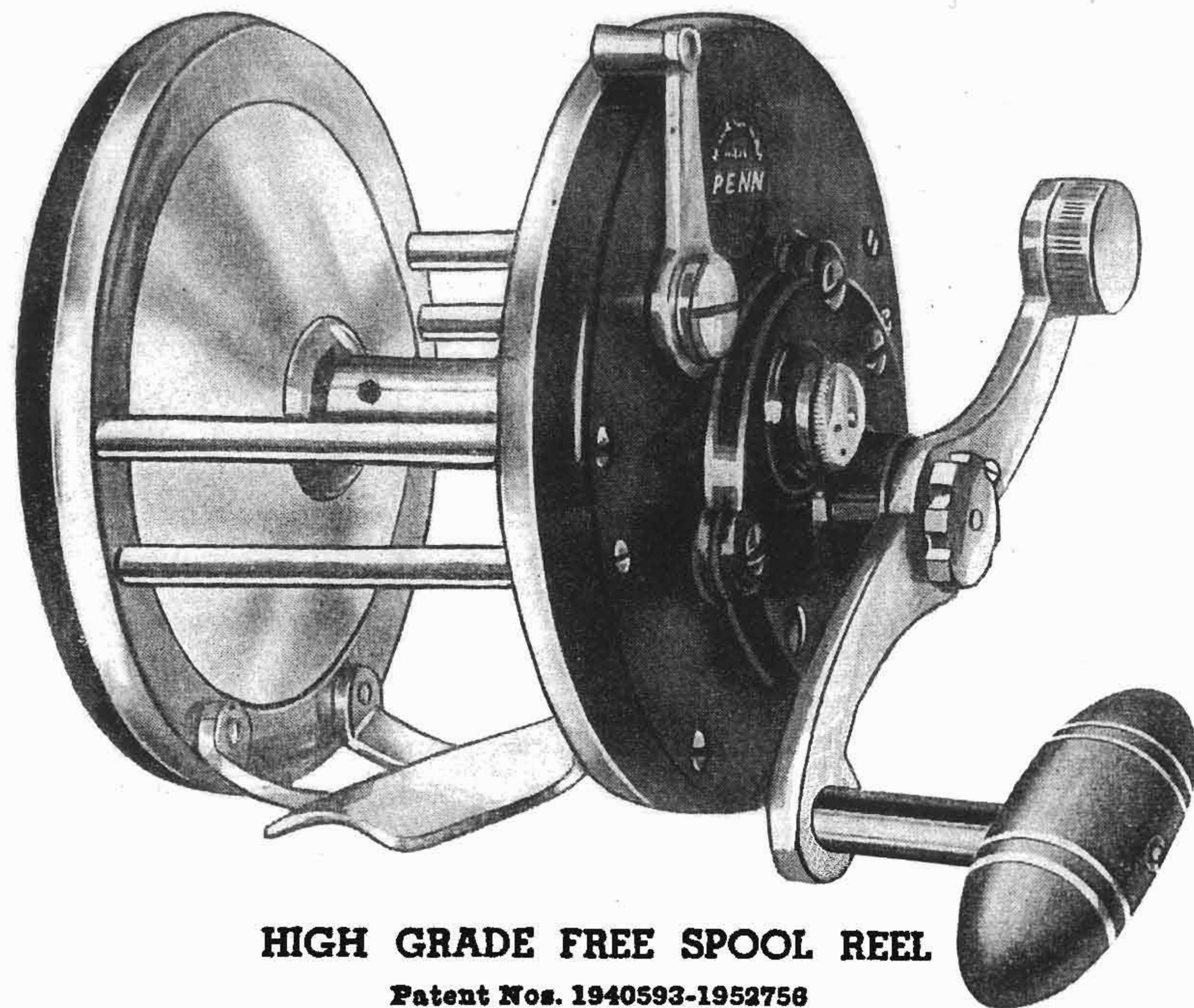
No. and Size of Reel	Line Capacity in Yards				Gear Ratio	Plate Diam.	Spool Width	Weight of Reel	Price Each
	No. 6	No. 9	No. 12	No. 15					
No. 109—150 Yds.	250	150	125	100	3 to 1	3"	1 1/4"	15 oz.	\$3.50
No. 107—250 Yds.	375	250	185	150	2 1/2 to 1	3 1/4"	1 7/8"	16 1/2 oz.	3.75
No. 106—300 Yds.	450	300	225	175	2 1/2 to 1	3 1/4"	2 1/4"	18 oz.	4.25

MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY



# STANDARD FREE SPOOL SURF CASTING AND SALT WATER REELS

## » BAYSIDE «



**HIGH GRADE FREE SPOOL REEL**

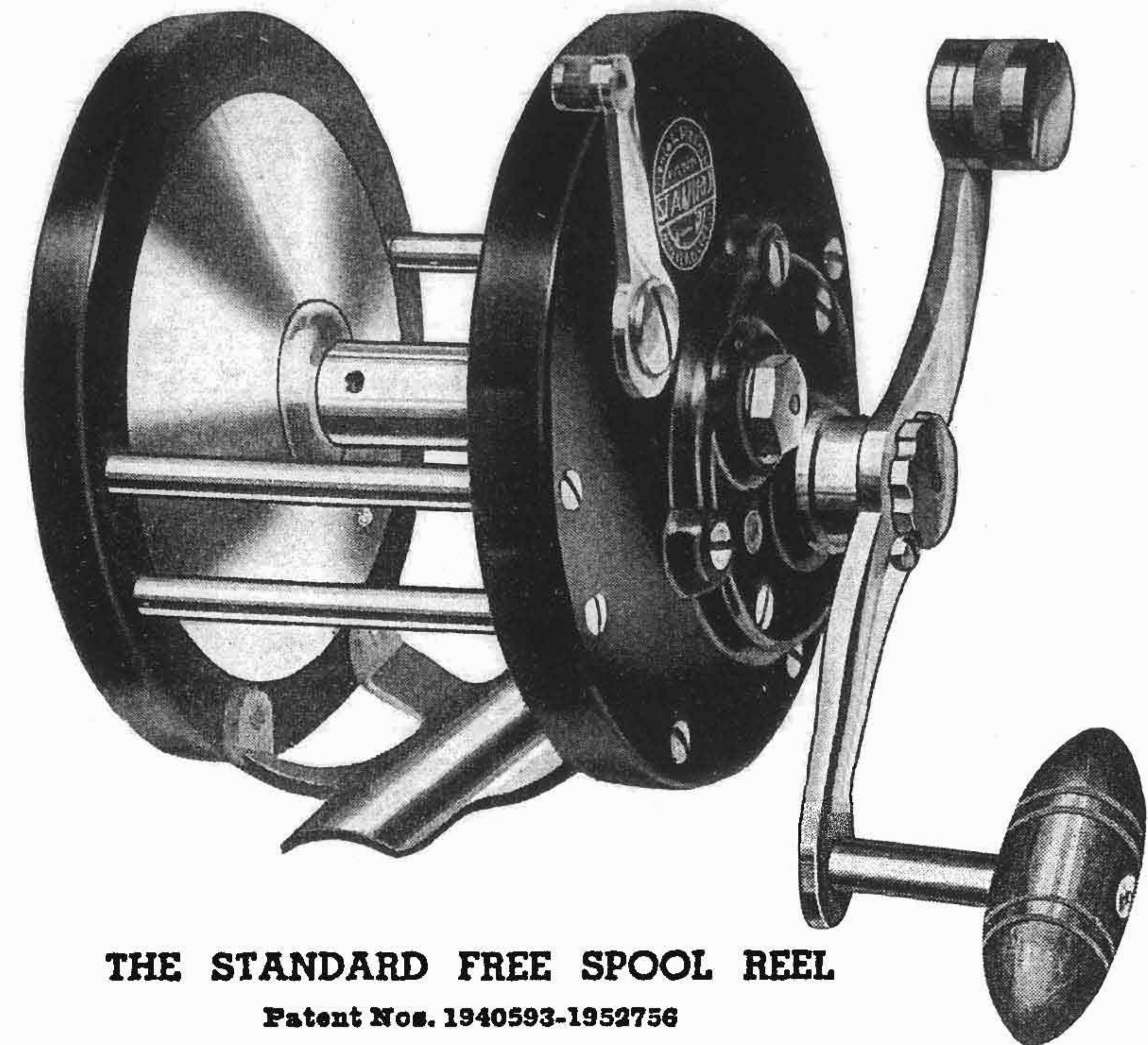
Patent Nos. 1940593-1952756

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 three 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 over-size 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 20 and 21.

### 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. 52—150 Yds.	250	150	125	100	3 to 1	3"	1½"	15 oz.	\$4.00
No. 53—200 Yds.	300	200	150	125	3 to 1	3"	1½"	15½ oz.	4.25
No. 50—250 Yds.	375	250	185	150	2½ to 1	3¼"	1½"	16½ oz.	4.50

## » SEAFORD «



**THE STANDARD FREE SPOOL REEL**

Patent Nos. 1940593-1952756

The *Scaford* is an inexpensive free spool surf casting and salt water 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 are furnished with every reel. Metal parts of this reel are hand polished and chrome-plated. Details of construction on pages 20 and 21.

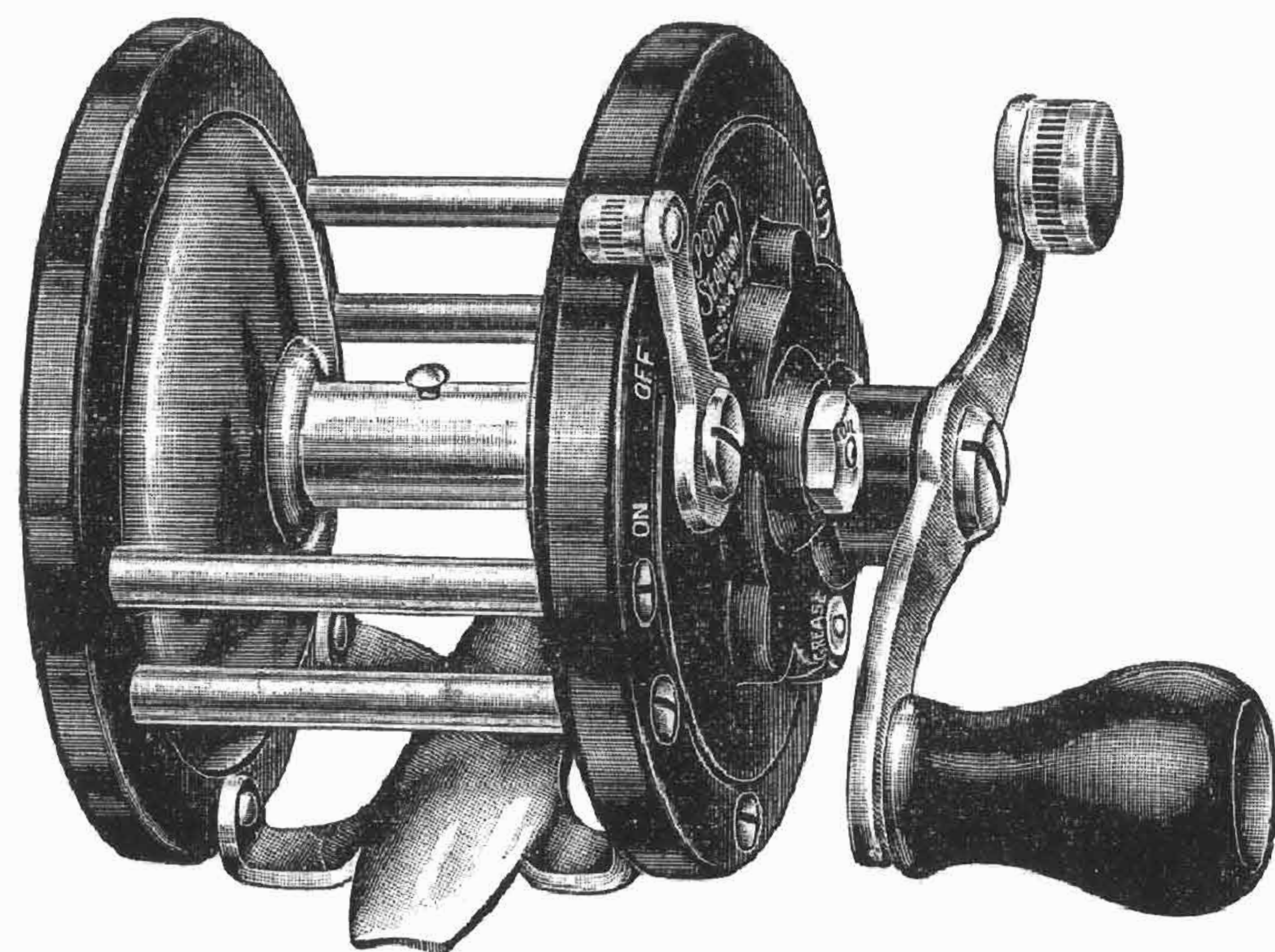
### SPECIFICATIONS

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"	1½"	14 oz.	\$3.00
No. 70—200 Yds.	375	250	185	150	2½ to 1	3¼"	1½"	15½ oz.	3.50
No. 75—300 Yds.	4.0	300	225	175	2½ to 1	3¼"	2½"	17 oz.	3.75



# STANDARD FREE SPOOL SURF CASTING AND SALT WATER REELS

## » SEAHAWK «



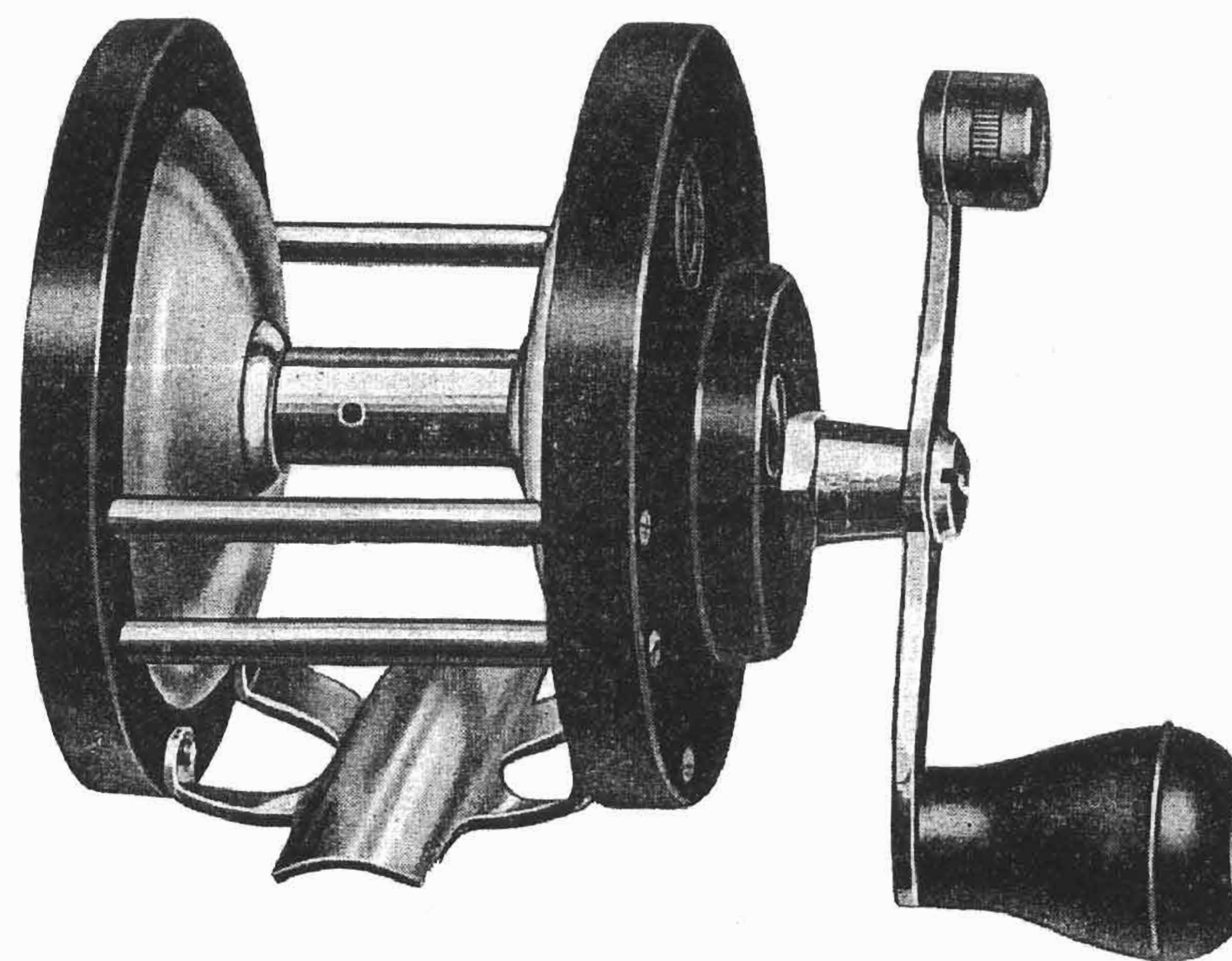
THE UNIVERSAL FREE SPOOL REEL

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 20 and 21.

### 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 1/4"	12 oz.	\$2.50
No. 40—250 Yds.	375	250	185	150	3 1/4"	1 13/16"	14 oz.	2.75
No. 45—300 Yds.	450	300	225	175	3 1/4"	2 1/4"	15 oz.	3.00

## » PENN No. 15 «



THE LOW PRICED FREE SPOOL REEL

No. 15—Free Spool—Capacity 250 yds. 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 1/4 inches and the spool width 1 13/16 inches. Weight 12 ounces.

### LINEN LINE CAPACITY

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

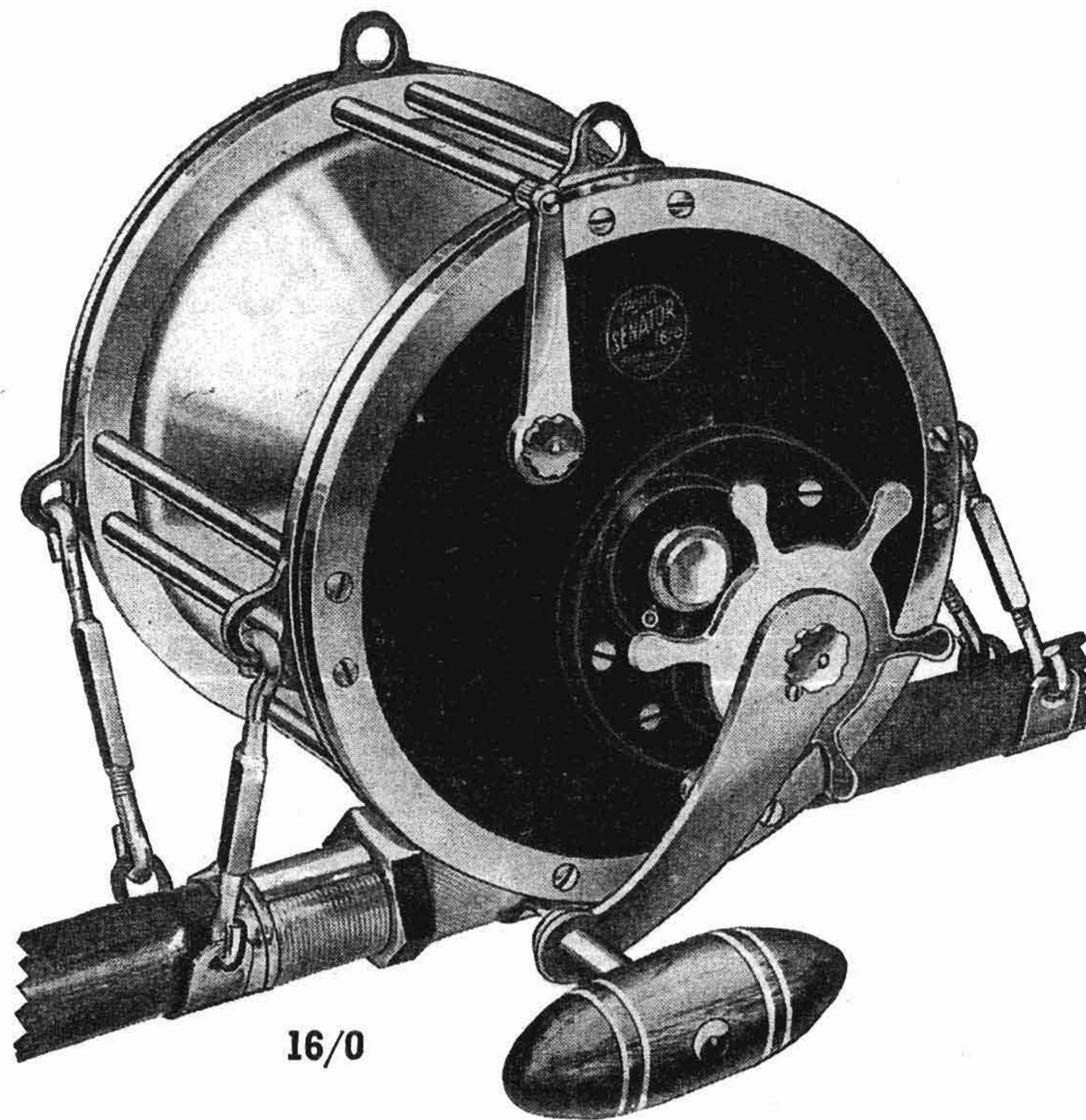
MANUFACTURERS OF SALT WATER REELS EXCLUSIVELY



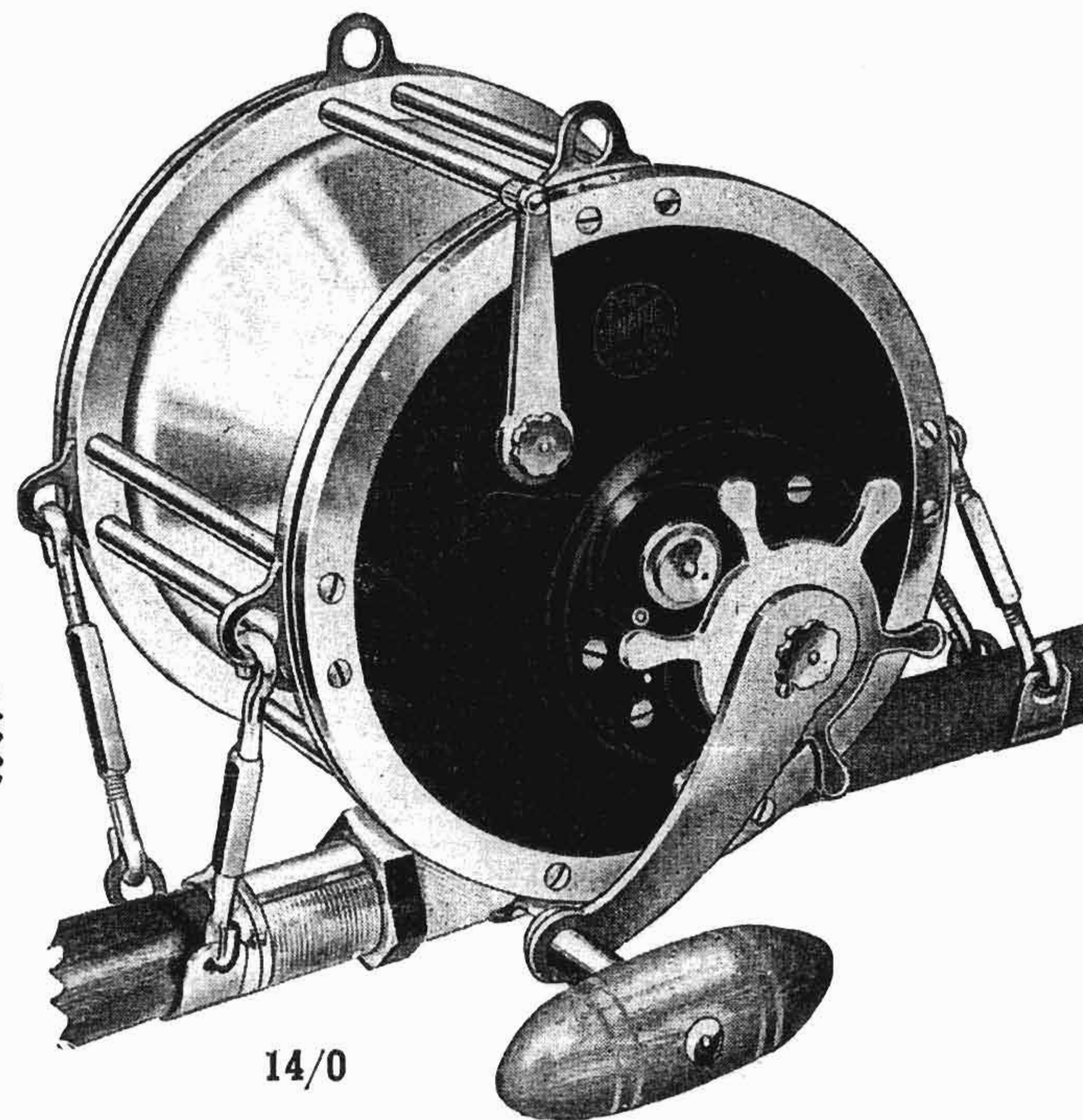
# Penn » SENATOR « The

PAT. DECEMBER 19, 1933—MARCH 27, 1934

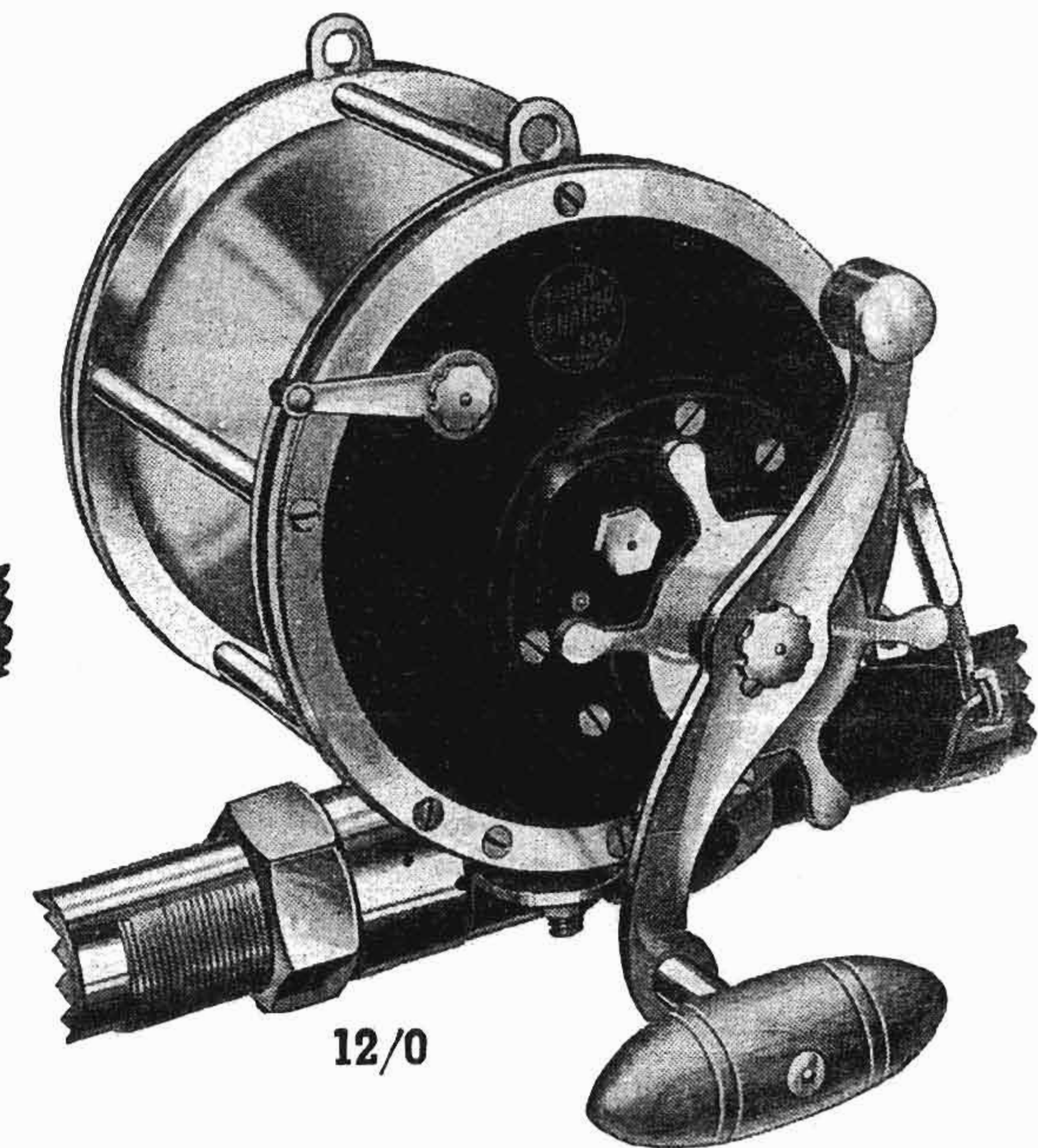
## For



16/0



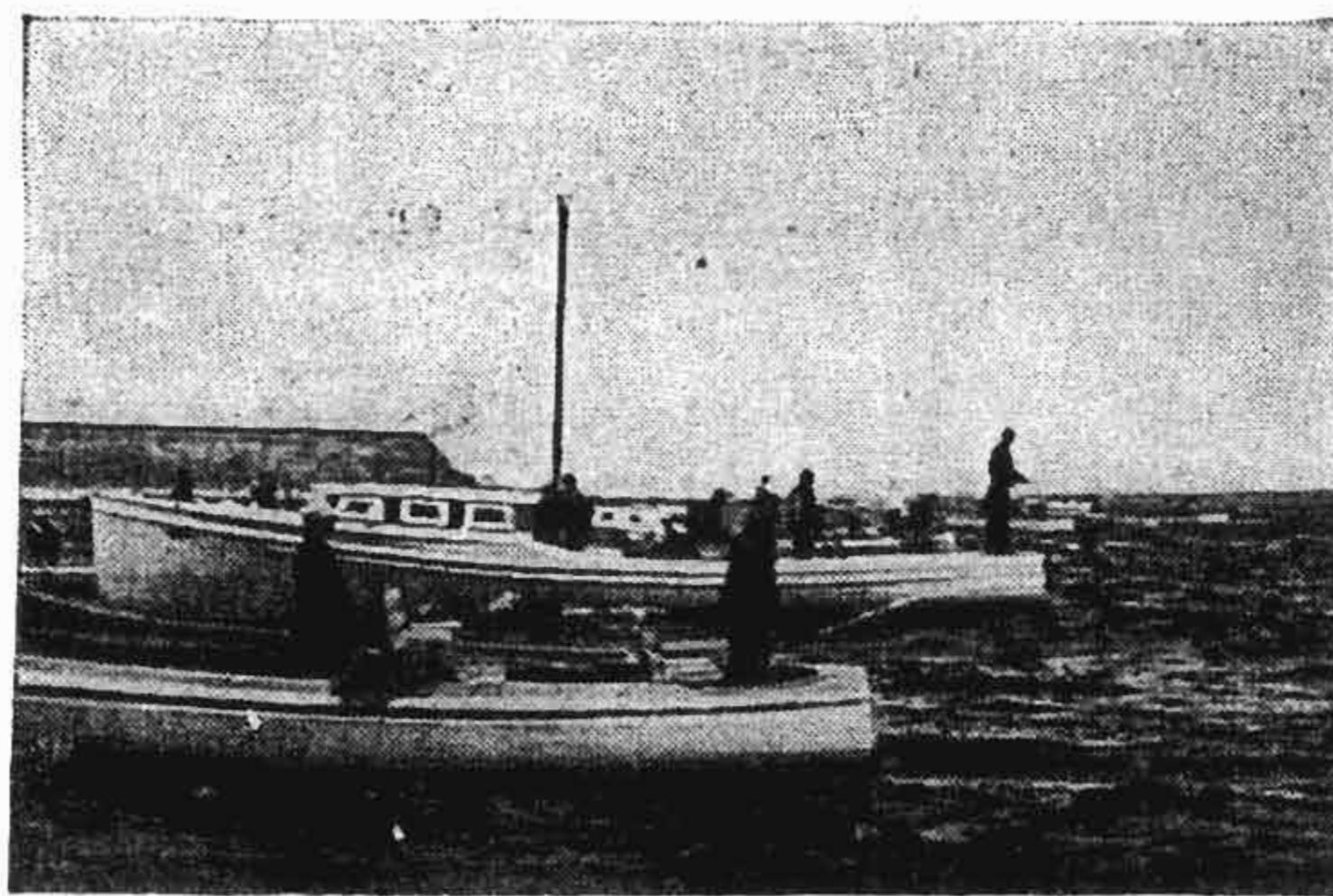
14/0



12/0

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 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 9/0, 10/0 and 12/0 sizes. Both rod and butt braces on 14/0 and 16/0 sizes. 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. The powerful drag consists of *automobile brake lining* which cannot burn up, and the brake drum is safeguarded against freezing by an oil-less bearing. (Construction of drag on page 25.) Double multiplying gears consisting of a *hardened steel* driving gear and *stainless steel* pinion. Handles are fitted with our powerful torpedo grip. Frames of nickel-silver, chromium-plated. Patented *One Shot Lubrication* combined with the built-in oil reservoirs safeguard perfect performance and prevent freezing of the reel.



TIDE RIP AT WEDGEPORT, N. S.

### SPECIFICATIONS

No. of Reel	Size of Reel	Style of Trolling
No. 113	4/0	Light
No. 114	6/0	Light
No. 115	9/0	Medium
No. 116A	10/0	Med. Heavy
No. 116	12/0	Heavy
No. 117	14/0	Ex. Heavy
No. 118	16/0	Ex. Heavy

Left hand models at extra cost of \$2.00.

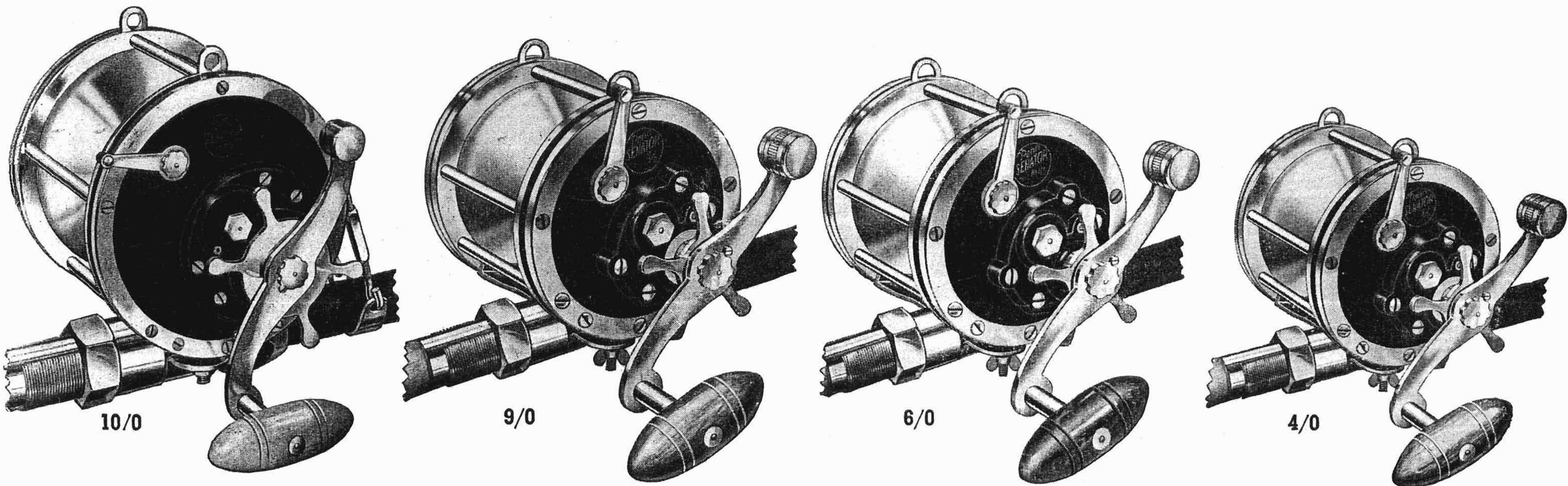
### LINE CAPACITY

No. and Size of Reel	No. 12	No. 15	No. 18
No. 113—4/0	350	300	250
No. 114—6/0		500	400
No. 115—9/0			600
No. 116A—10/0			
No. 116—12/0			
No. 117—14/0			
No. 118—16/0			



# Standard Big Game Fish Reel

TUNA, BROADBILL, MARLIN, SAILFISH, TARPON



ATIONS

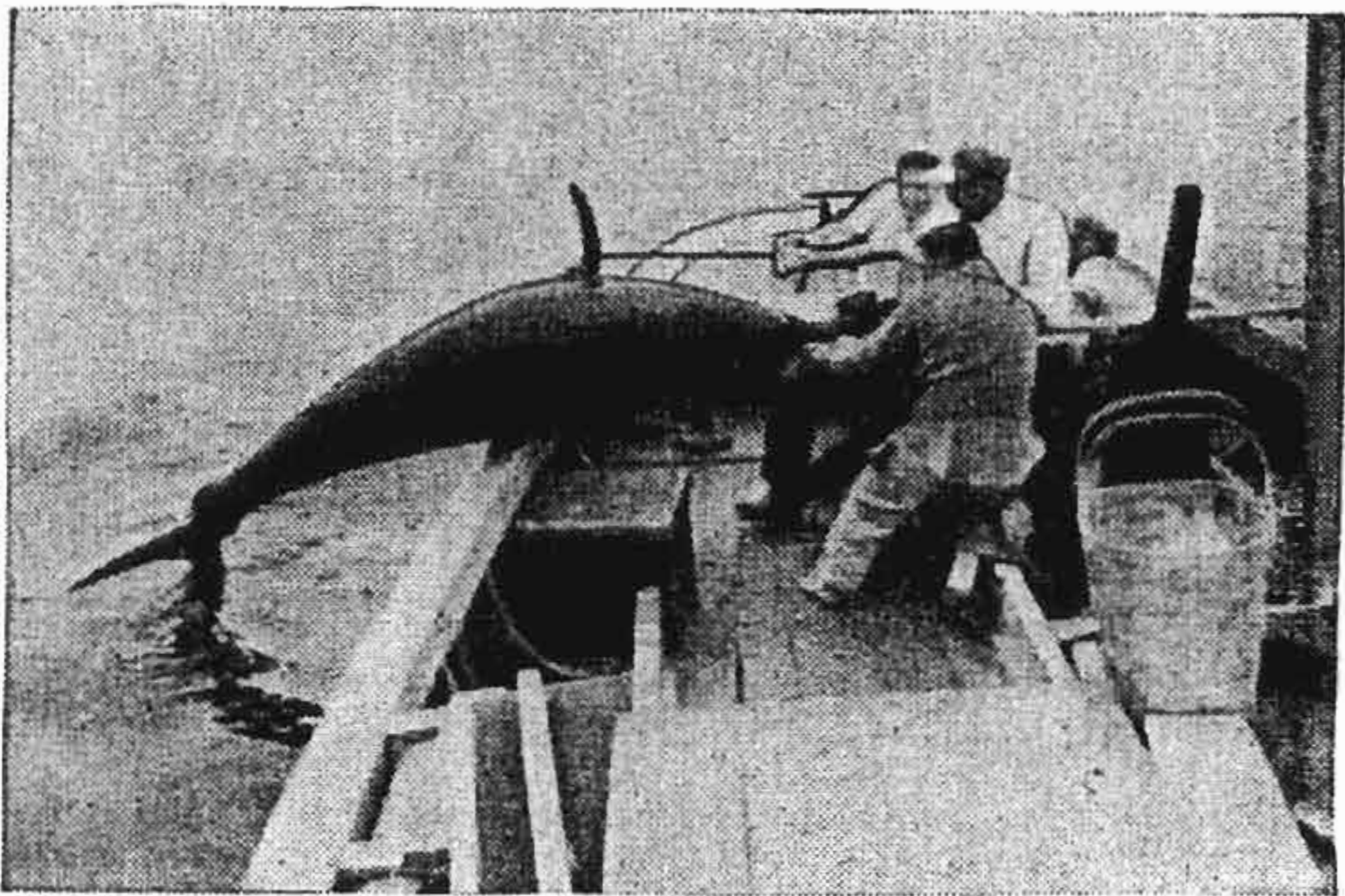
Plate Diam.	Spool Width	Weight of Reel	Price Each
3 5/8"	2 7/16"	1 3/4 lbs.	\$18.50
4 1/8"	2 3/4"	3 lbs.	23.50
4 5/8"	3 1/4"	3 1/2 lbs.	29.50
5 3/4"	3 1/4"	5 1/4 lbs.	45.00
5 3/4"	4"	6 lbs.	50.00
7"	4"	8 1/2 lbs.	80.00
7"	5"	9 lbs.	100.00

ACITY IN YARDS

Size of Line					
18	No. 21	No. 24	No. 36	No. 54	No. 72
	350 500 700	450 600 900	450 600 800 1100	400 600 750	450 600

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. 36	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	750 Yds. No. 54	30 oz.	All game fish of more than 400 lbs. when fishing in extremely deep water.



BOATING 712 LB. TUNA



# DEEP SEA BOTTOM FISHING, LAKE AND SALMON TROLLING REEL

## A Glorious Pastime



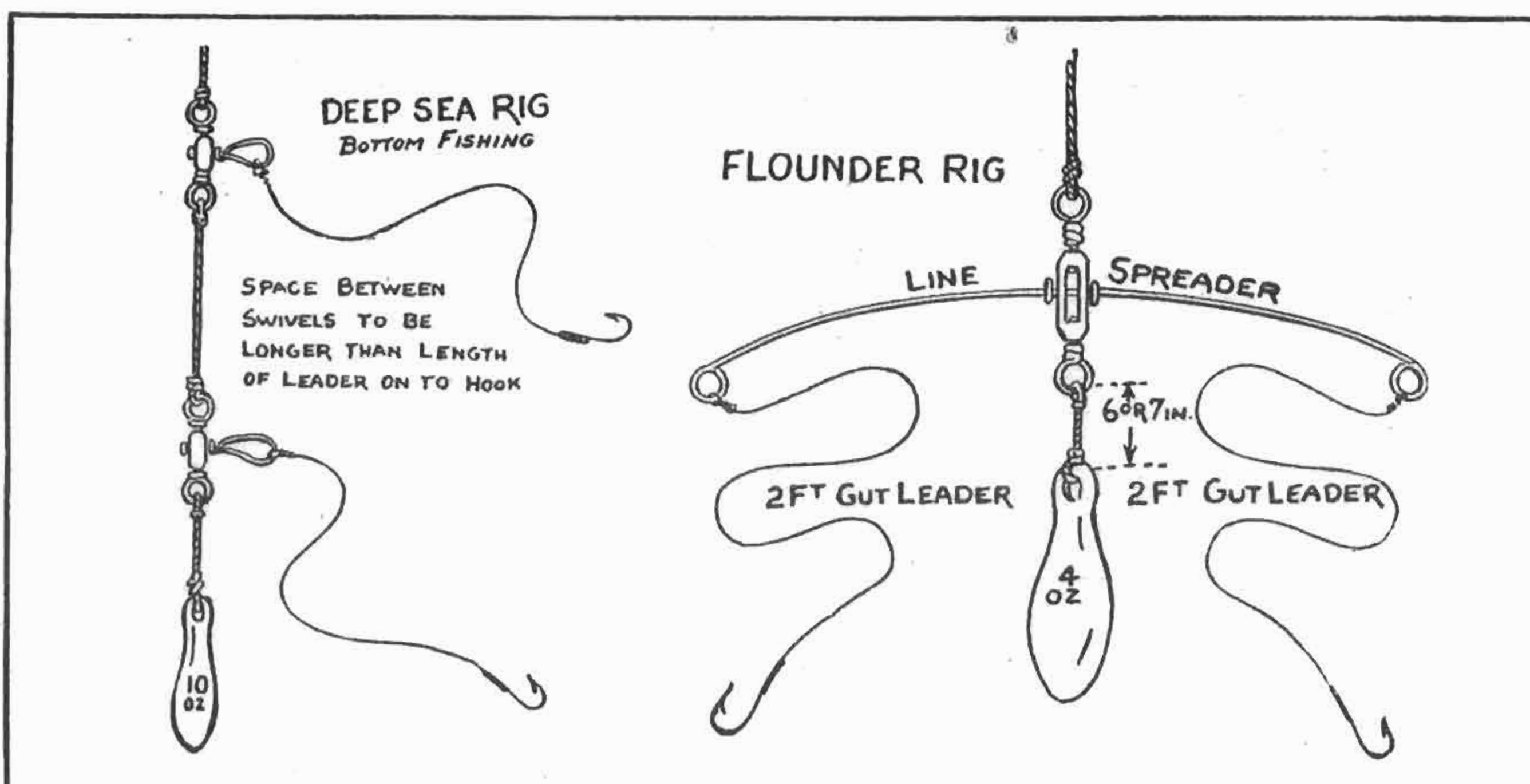
Of the many forms of salt water fishing, off-shore bottom fishing or so-called deep sea fishing attracts by far the greatest number of sportsmen. Boats of all descriptions from small boats to the big party steamers take thousands of fishermen to offshore fishing grounds for a day's pleasure at very little 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 of linen line 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.

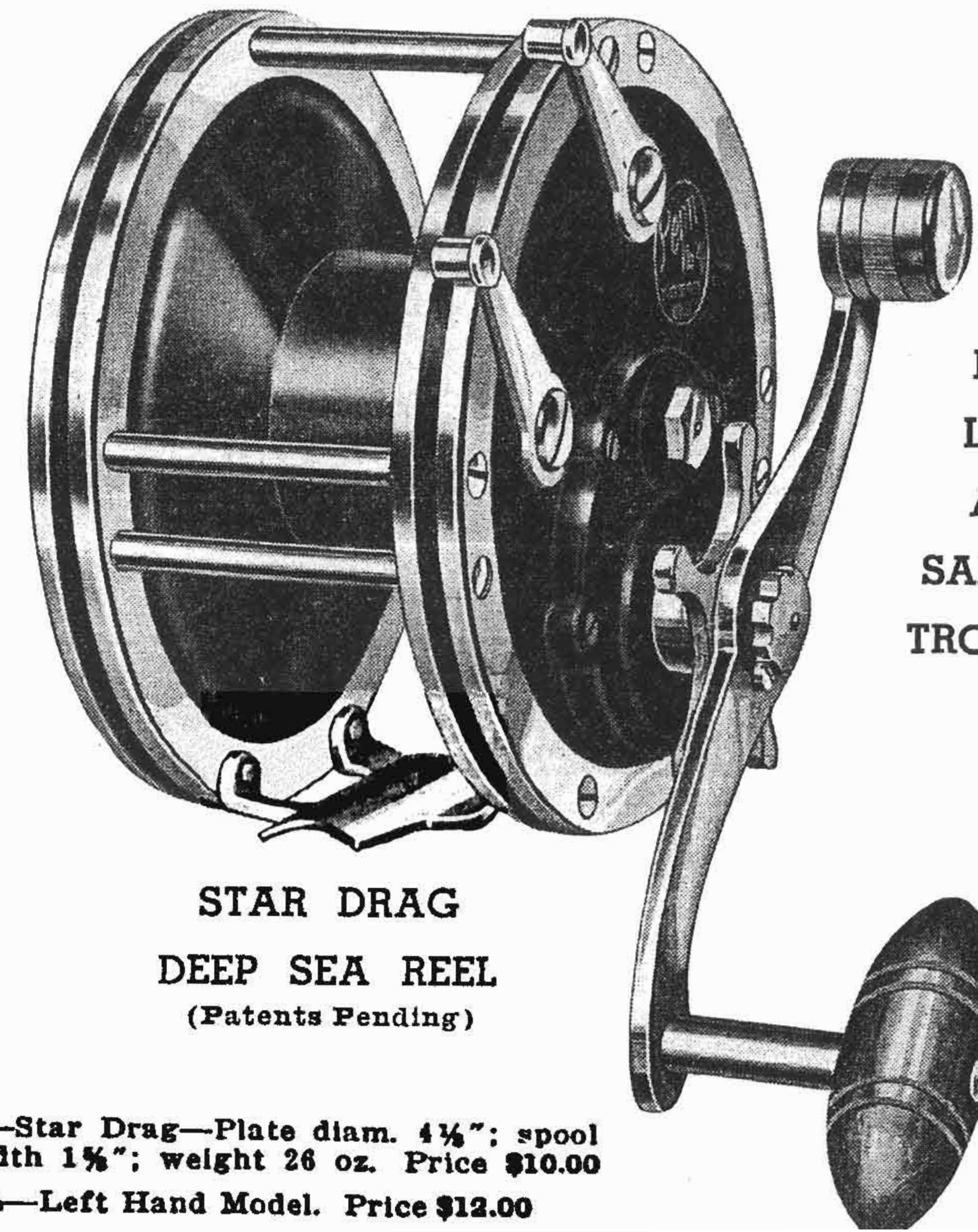
On page 8 are shown *Deep Sea Reels* designed for bottom fishing, especially for deep water fishing. These reels are made in one size only, but in three different styles to meet all requirements. The high gear ratio, providing for speedy action, and the oversize handle with torpedo grip will give the fisherman the utmost satisfaction and we highly recommend these specially designed bottom fishing reels. Also for wire line fishing these reels are excellent.

### BOTTOM FISHING RIGS



## » PENN No. 49 «

IDEAL  
FOR  
WIRE  
LINE  
TROLLING



FOR  
LAKE  
AND  
SALMON  
TROLLING

No. 49—Star Drag—Plate diam.  $4\frac{1}{4}$ " ; spool width  $1\frac{1}{2}$ " ; weight 26 oz. Price \$10.00

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

**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.

**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. Details of construction on pages 20 and 21.

### DEEP LAKE TROLLING

We also recommend this reel highly for lake trolling, especially when using wire line, as the large diameter spool arbor ( $1\frac{1}{4}$ ") prevents the kinking of the wire line. Wire line capacity: 1000 feet or 1 lb. of No. 8 stainless steel wire.

#### LINEN LINE CAPACITY

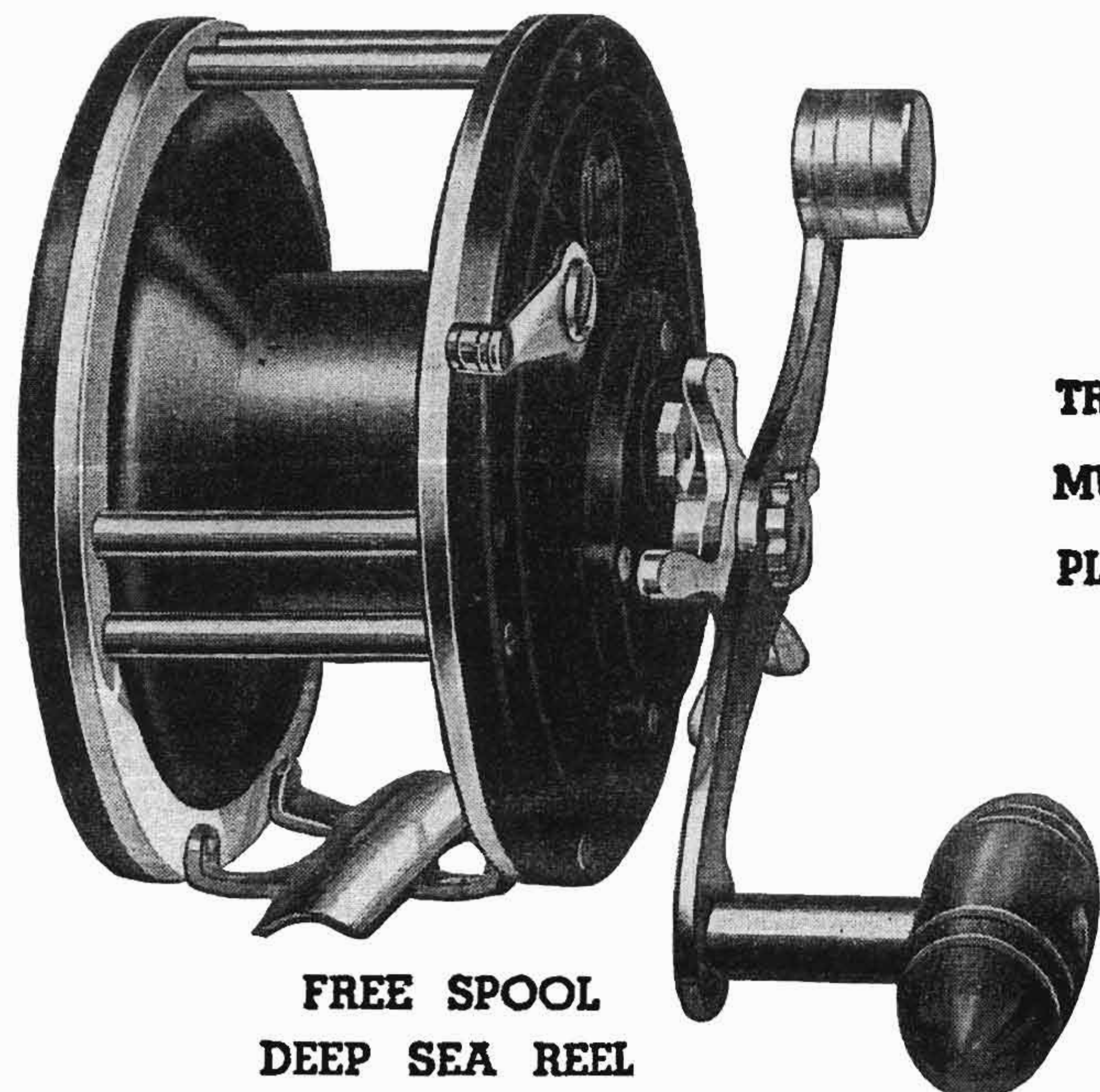
No. 12—250 yds.; No. 15—200 yds.; No. 18—150 yds.



# DEEP SEA BOTTOM FISHING AND LAKE TROLLING REELS

## » PENN No. 149 «

RUST-  
PROOF  
SPOOL



TRIPLE  
MULTI-  
PLYING

**FREE SPOOL  
DEEP SEA REEL**  
(Patent Pending)

**No. 149—Free Spool—**Plate Diam.  $4\frac{1}{4}$ "; spool width  $1\frac{1}{2}$ "; 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 20 and 21.

### DEEP LAKE TROLLING

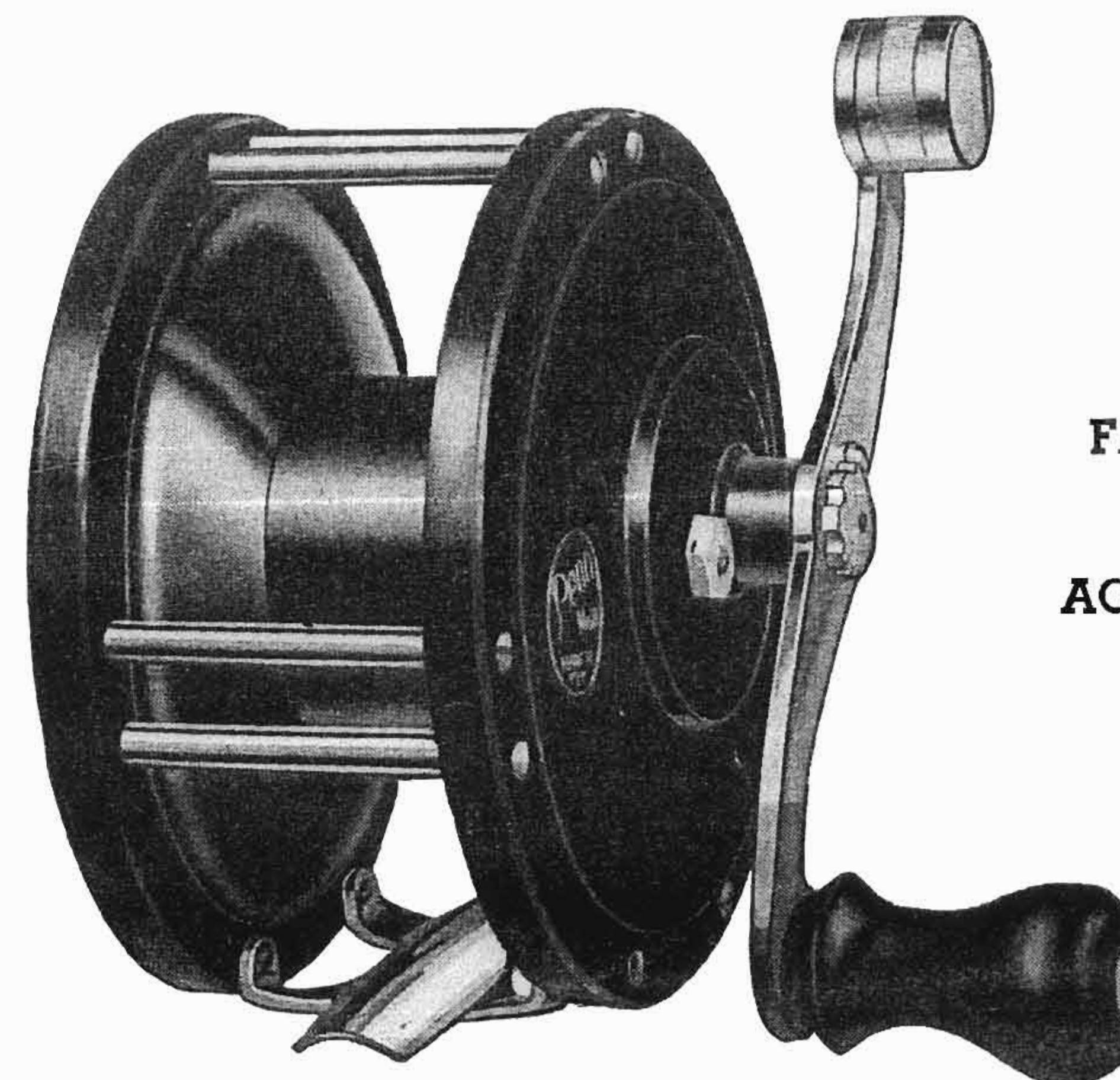
We recommend this reel also for lake trolling, especially when using wire line, as due to the large diameter spool arbor ( $1\frac{1}{4}$ ") the kinking of the wire line is prevented. Wire line capacity: 300 feet of twisted copper line.

#### LINEN LINE CAPACITY

**No. 12—**36 pound test, 250 yards  
**No. 15—**45 pound test, 200 yards  
**No. 18—**54 pound test, 150 yards

## » PENN No. 249 «

NEW  
IN  
DESIGN



FAST  
IN  
ACTION

**DEEP SEA REEL**  
(Patent Pending)

**No. 249—Triple Multiplying:** Plate Diam.  $4\frac{1}{4}$ "; spool width  $1\frac{1}{2}$ "; weight 18 oz. Price \$4.00

**No. 249 D.M.—Double Multiplying.** Price \$4.00

**NEW** in design, made for deep sea fishing and lake trolling.

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

**NEW** oversize handle for 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 of twisted copper line.

#### LINEN LINE CAPACITY

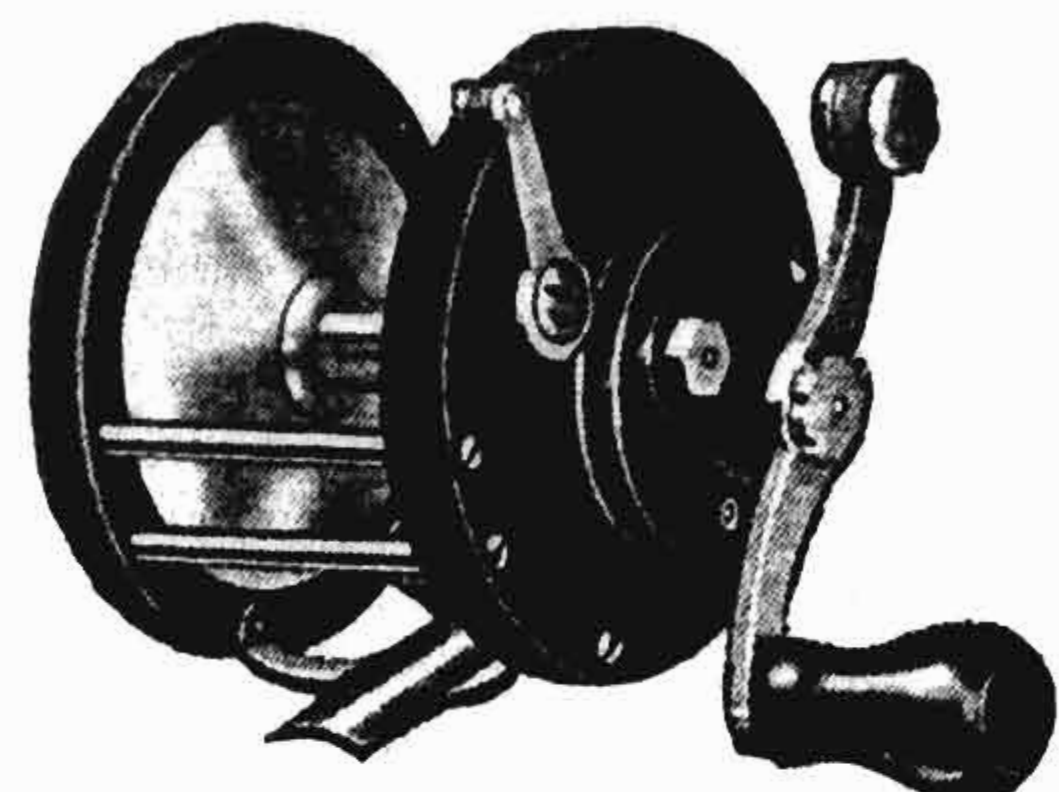
**No. 12—**36 pound test, 250 yards  
**No. 15—**45 pound test, 200 yards  
**No. 18—**54 pound test, 150 yards



## MULTIPLYING SALT WATER REELS

## SADDLE-BACK FISHING HARNESS

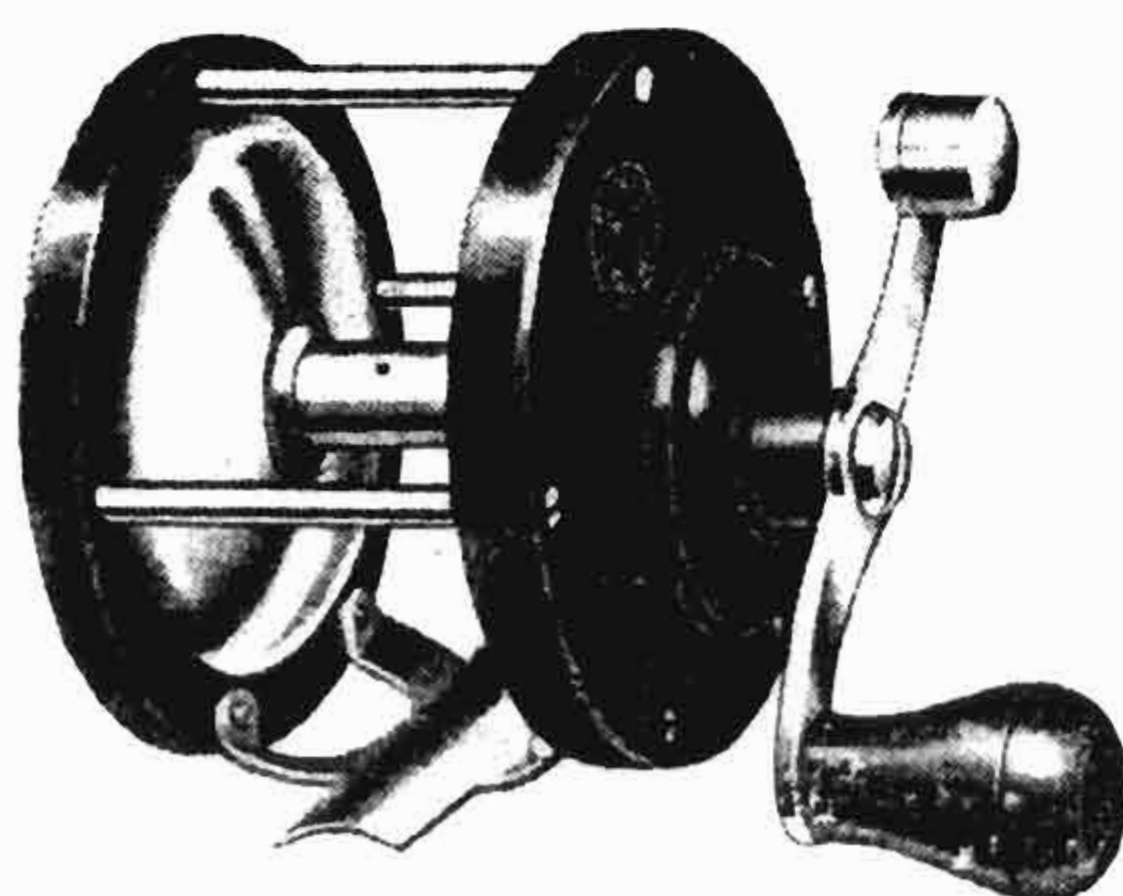
### "ANGLESEA" 250 Yard Free Spool Surf Reel



Free spool salt water reel of sturdy construction for deep sea, surf, boat and bay fishing. Made in 250 yard size. Equipped with our patented free spool clutch. Gears are always in mesh and can not strip. Stainless steel springs. Adjustable click. Double multiplying spiral gears. Waterproof oiling and greasing system. Genuine bakelite end plates. Made of brass and chrome-plated.

No. 47—Plate Diam.  $3\frac{1}{4}$ " ; spool width  $1\frac{1}{2}$ " ; weight 14 oz. .... Price \$2.50

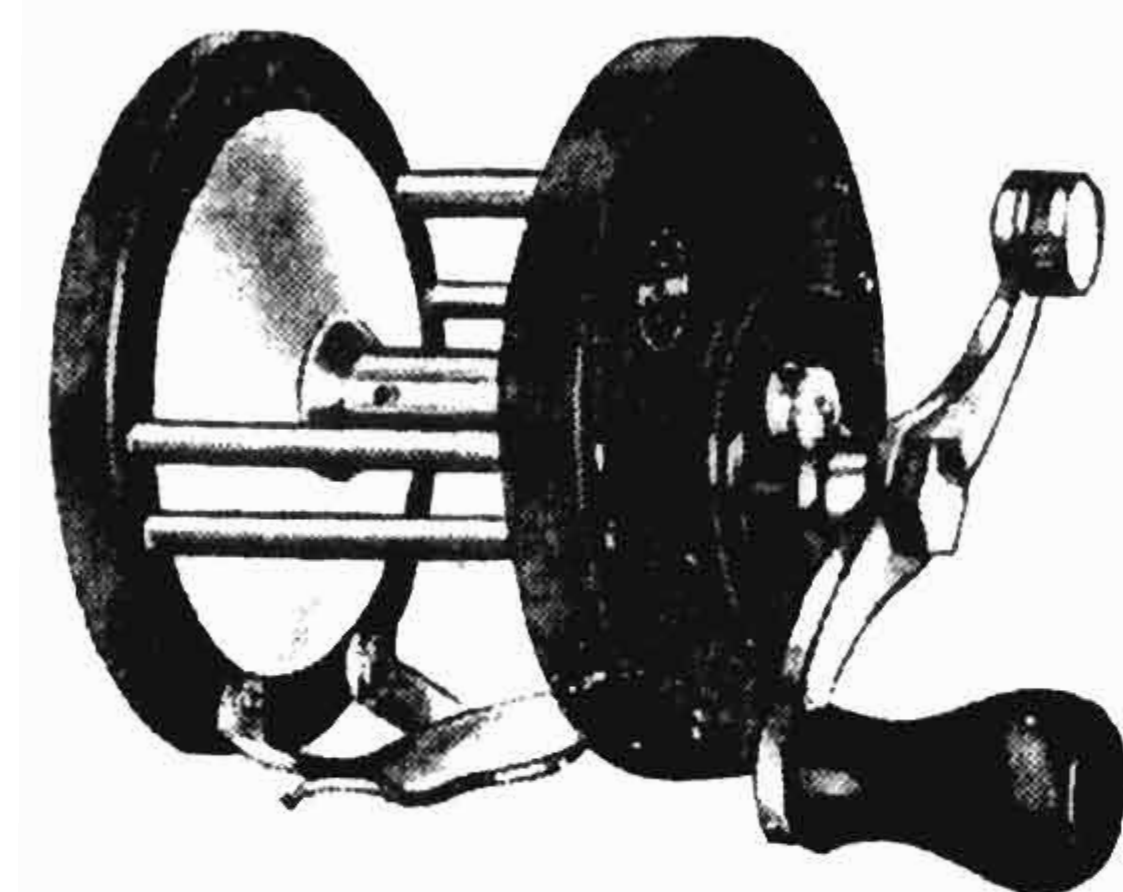
### "PENN No. 14" 250 Yard Trolling Reel



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. sliding click provides for arresting the spool. Side plates are genuine molded bakelite. Metal parts are made of brass and finished in nickel.

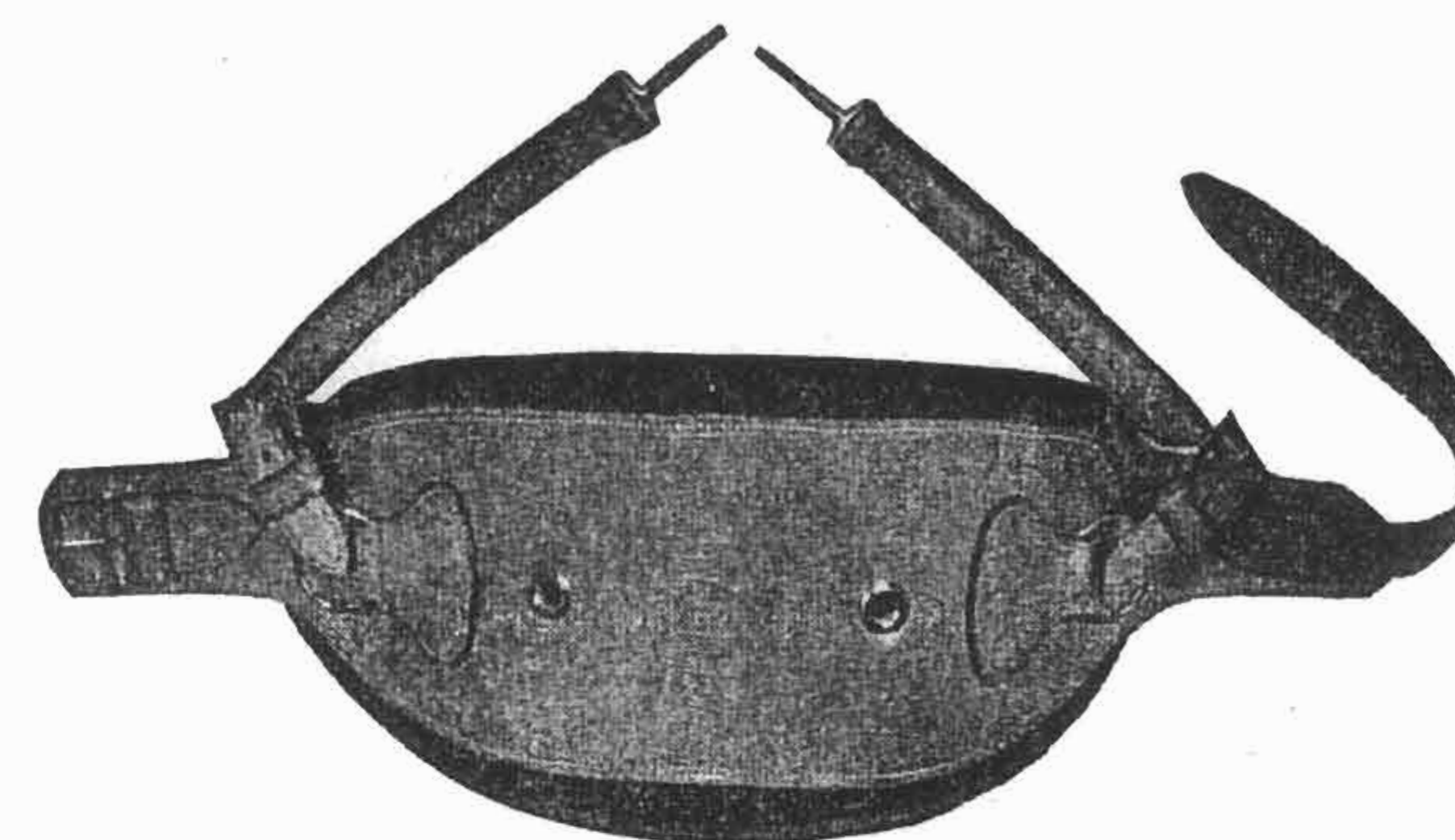
No. 14—Plate Diam.  $3\frac{1}{4}$ " ; spool width  $1\frac{1}{2}$ " ; weight 13 oz. .... Price \$1.50

### "NEWPORT" 150 Yard Trolling Reel



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. Metal parts are made of brass, hand polished and chrome-plated. A tube of lubricant and a wrench are packed with every reel.

No. 32—Plate Diam.  $3\frac{1}{2}$ " ; spool width  $1\frac{1}{2}$ " ; weight 12 oz. .... Price \$2.25



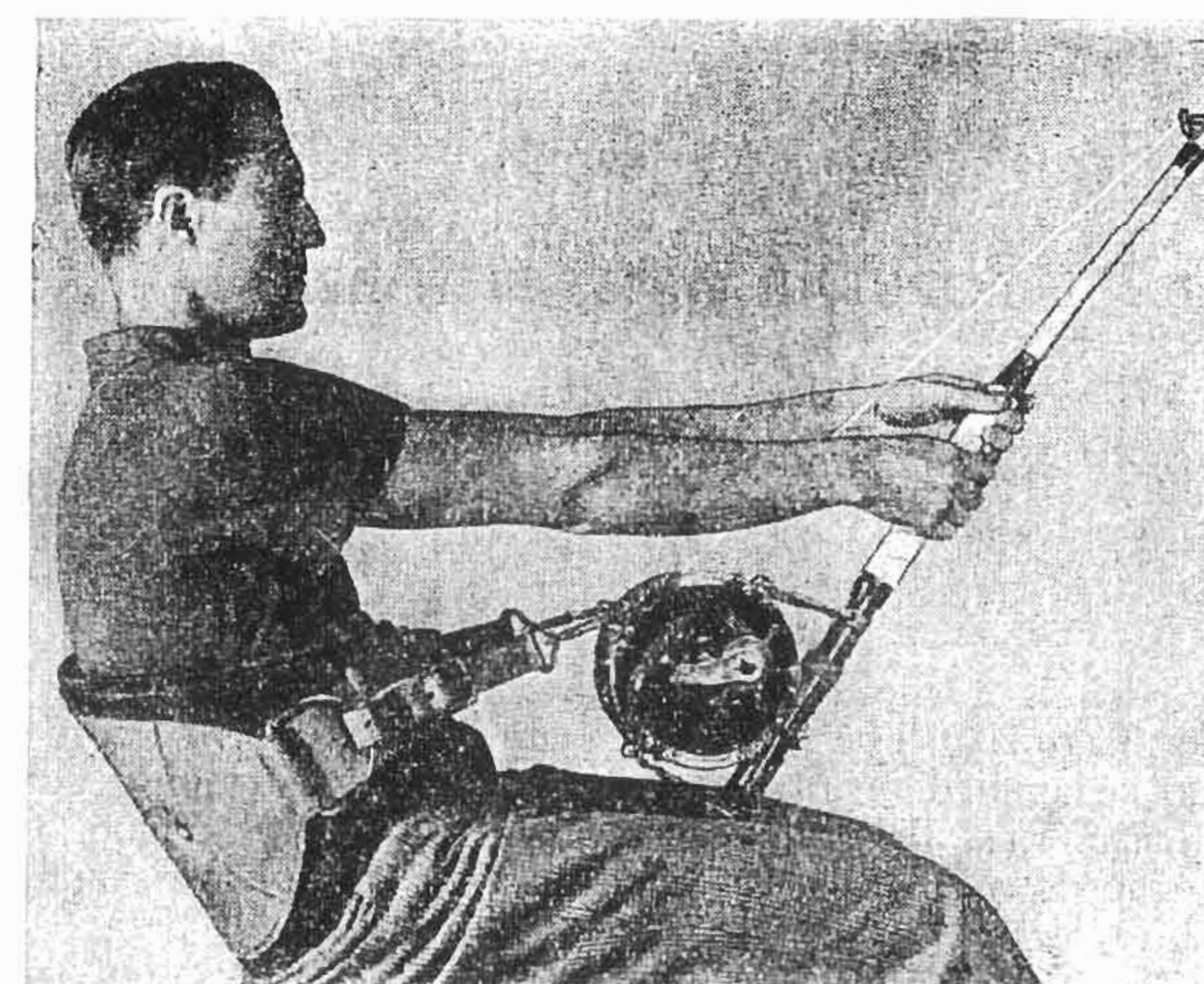
Patent No. 2142887

The Saddle-Back harness has been developed to take undue strain out of Big Game Fishing. It is so constructed that it prevents slipping, and chafing, there is no side pressure, no riding up and down the back.

Made of genuine sole leather, ventilated back, with special padding of sponge rubber, covered with waterproof canvas. Girth and reel straps adjustable. All metal fittings are made of corrosion-proof bronze, polished and chrome-plated. Made in two weights.

No. 2—Medium weight, single padding..... Price \$28.50

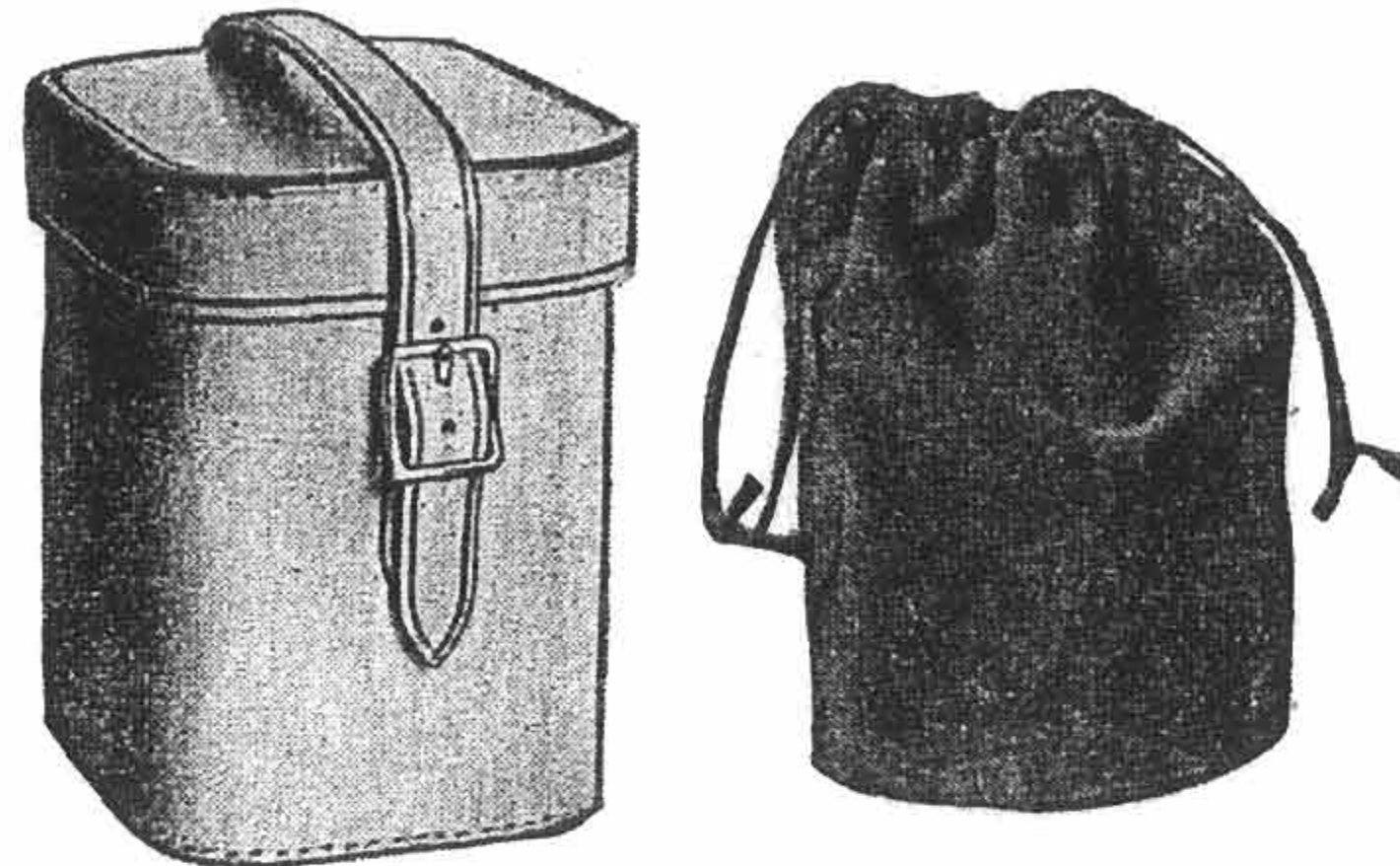
No. 4—Heavy weight, double padding..... 38.50





# MISCELLANEOUS ITEMS

## SOLID LEATHER REEL CASE INCLUDING BAG



### FOR SENATOR REELS

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

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

## PENN BEARING GREASE

No. 24—Price 10 cents each



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

## OVERSIZE REEL HANDLE

No. 12—Price \$1.00

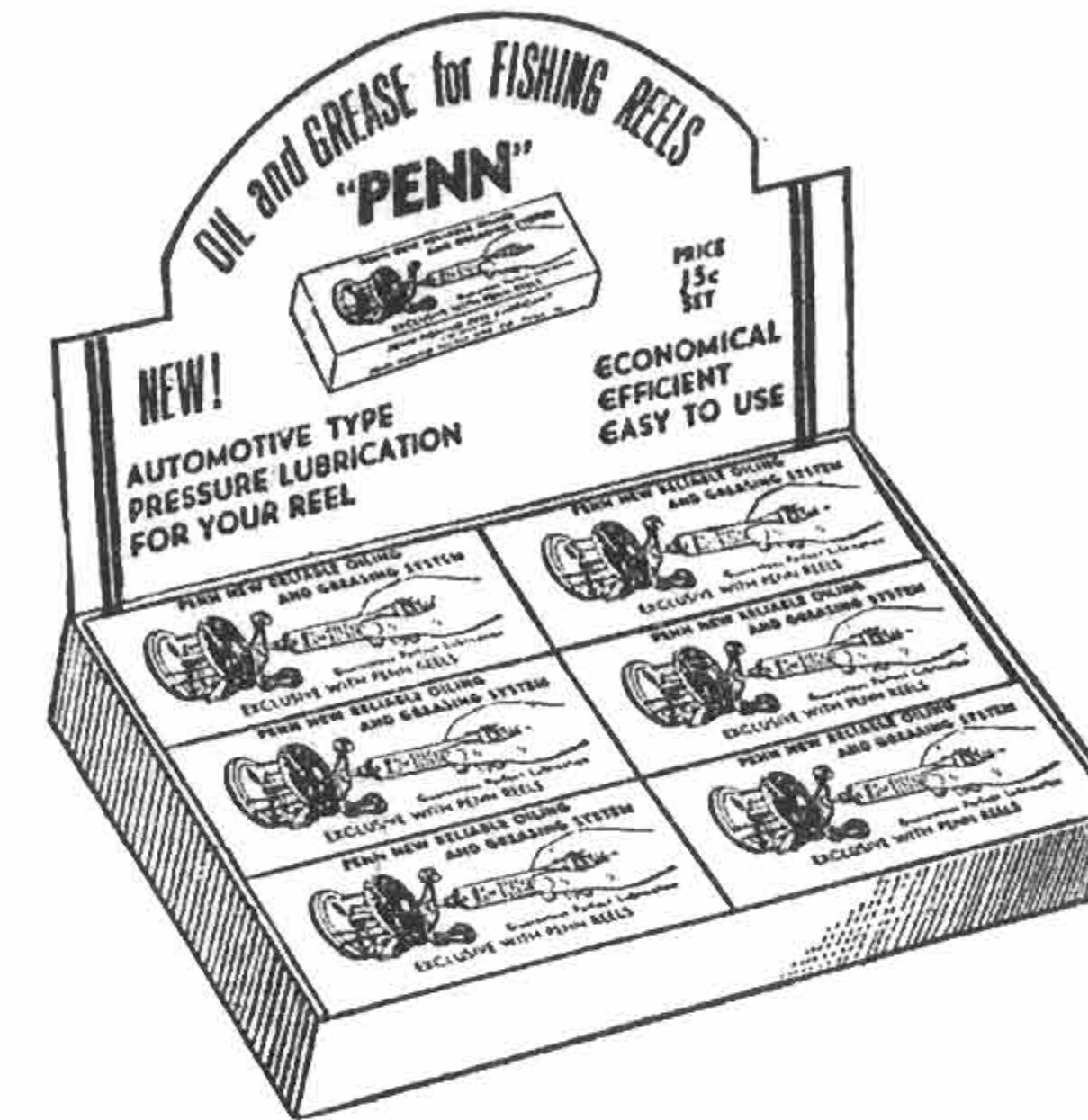
This handle is 5 inches overall in length and fitted with our slip-proof torpedo grip. Takes the strain out of winding and safeguards your knuckles. This handle fits all of our reels from 100 yd. to 500 yd. size.



## PENN STANDARD REEL HANDLES

With Torpedo Grip

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



## PENN REEL LUBRICANTS

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

No. 25—Price, 15 cents each

Packed one dozen in display carton

## No. 20—FISHSCALER

Price, 5 cents each



Made of heavy gauge rust-proofed 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 nap lined 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 lifetime, unless you are so fortunate as to be able to do a great deal of fishing.

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

## LUBRICATING WITHOUT TAKING REEL APART

With our patented *One Shot Lubrication* (See page 20) 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 20). 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 page 20.

## 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 20 and 21 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 17 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.

# How to Select the Proper Tackle

The intention of this article is to assist in the careful selection of the proper tackle, but as the simple words *fishing tackle* cover such a multitude of items varying with local conditions and seasons, we recommend your local *fishing tackle dealer* who will gladly assist you in blending the different tackle items into a harmonious and well balanced outfit, that will bring thrills and joys into the angler's heart. Many a fisherman has equipped himself with the wrong tackle with the result of getting discouraged and missing the enjoyment of the sport.

## THE LINE

The length and size of the line is the most decisive factor in selecting a well balanced and satisfactory fishing outfit. Lines are made from 6-thread to 72-thread and in any required length. Selection depends largely on the style of fishing and local conditions. For bay fishing 100 yards to 150 yards of either 6-thread or 9-thread is sufficient. Surf fishing requires 200 yards of 9-thread to 12-thread. For offshore bottom fishing, lines commonly used are 100 to 200 yards of from 12-thread to 15-thread, selection depending largely on the depth of water and tide currents. Off-shore trolling lines run all the way from 200 yards of 12-thread up to 1000 yards or more of 72-thread. For trolling, we refer you to our chart on page 12.

## THE REEL

A fishing reel has to fulfill the dual purpose of holding the proper length and size of line and to assist in a specific style of fishing. Reels are made in many distinctive types, and while the number of these may seem bewildering at first glance, they are developed to meet the specific needs of the many different types of fishing. The many sizes in which reels are made make it possible to select just the right size and make it needless to use a big, heavy and clumsy reel for light tackle fishing, or conversely as in game fishing of getting into trouble by not having the necessary length and size of line on your spool. For light tackle fishing, a light weight reel of from 100 yards to 150 yards capacity is ideal. Surf casting requires 200 yards capacity of either 9-thread or 12-thread line. Most important in casting is a light weight spool of small diameter for distance and for reducing backlashes. An extra spool for using different size lines is also very helpful. Preferably, the reel should be equipped with a Star Drag and the take-apart feature. For squidding or jigging, in addition to being a good casting reel, a three-to-one gear ratio is necessary. For offshore bottom fishing almost any sturdy reel of adequate line capacity will do, but for extremely deep water, a fast action reel will be very convenient. Most important in offshore game fish trolling is a sturdy Star Drag and the necessary line capacity. For details see our chart on page 12.

## RODS

Much of the thrill of the sport is lost by using rods much too heavy. Light tackle, surf, boat and game fishing rods are made in many different lengths and weights, thereby making it possible to blend line, reel and rod into a harmonious and well balanced outfit that will give the angler the utmost satisfaction.

## END TACKLE

If there is a great variety in lines, reels and rods, there is still a much greater variety in hooks, leaders, sinkers, baits, squids, feathers and many other lures; in fact, too great a variety to go into details. We recommend your local *fishing tackle dealer* for advice, and also to get information right on the fishing spot, from your brother anglers, who will gladly assist you with their knowledge and experience.



# HELPFUL TIPS FOR THE FISHERMAN

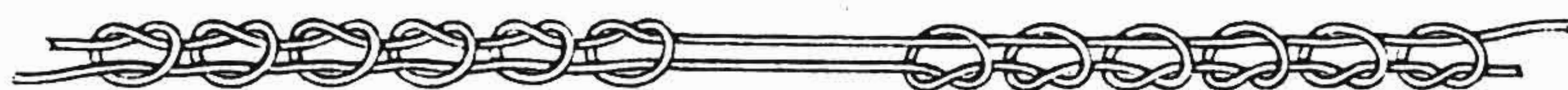
## TO FIND LINE CAPACITY OF THE REEL

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.



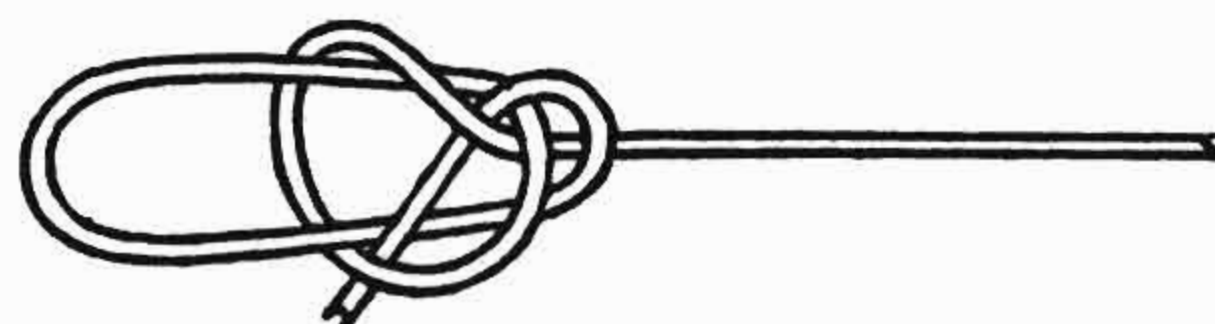
Place at least six slip knots about  $\frac{1}{4}$ " apart on each end of the line as shown. Start at the center and pull each knot tight before placing the next one. Wet the line thoroughly before tying.

## 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

## LEFT HANDED FISHERMEN

Old model reels could be used either right or left handed, but this is impossible with today's modern construction. Reels intended for left handed use have to be reversed, as the driving gears will slip out of mesh when used the wrong way. Some of our reels are listed in the left handed models, but when not listed, they have to be ordered special for LEFT HAND use.

## ESTIMATING WEIGHT OF FISH

When there is no scale on hand, the approximate weight of the fish can be figured by multiplying the square of the girth (at the widest point) by the length (point of mouth to crotch of tail) and divide by 800. All measurements to be in inches.

## THE BACKLASHER

Many a beautiful cast was started with the intention of throwing the lead far out into the breakers, only to see the sinker stop suddenly in midair and leave the line on the spool in a tangled mass, the so-called bird's nest. The cause of this is an over-running spool, which means that the spool is paying out more line than the flying sinker requires, with the result that the loose line will get reversely wound on the spool and cause the backlash. In casting, the sinker is losing speed rapidly due to air resistance and the pull of the line, whereas the spool running in almost frictionless bearings, will keep on running at the original speed, which results in loose line on the spool, and the backlash. The only remedy is to reduce the speed of the spool by thumbing and letting the spool pay out only as much line as is required by the sinker. This proper thumbing might seem very difficult to the beginner, but by watching the line as it leaves the spool and starting thumbing as soon as loose line develops on the spool, backlashing will be eliminated. Also, the beginner will do well by not trying to use brute strength in casting, but rather concentrate on the acquiring of good casting form first, then gradually increasing the force on the rod, as a jerky cast increases the danger of backlashes.

Another point is to wind the line evenly and tightly on the spool, as a loose line will dig in and cause backlash. To wet the line before casting, a short preliminary cast is the best way. Do not dip your reel into the ocean, as you only get the inside of the reel wet and not much of the line.

## LIGHT WEIGHT SPOOLS

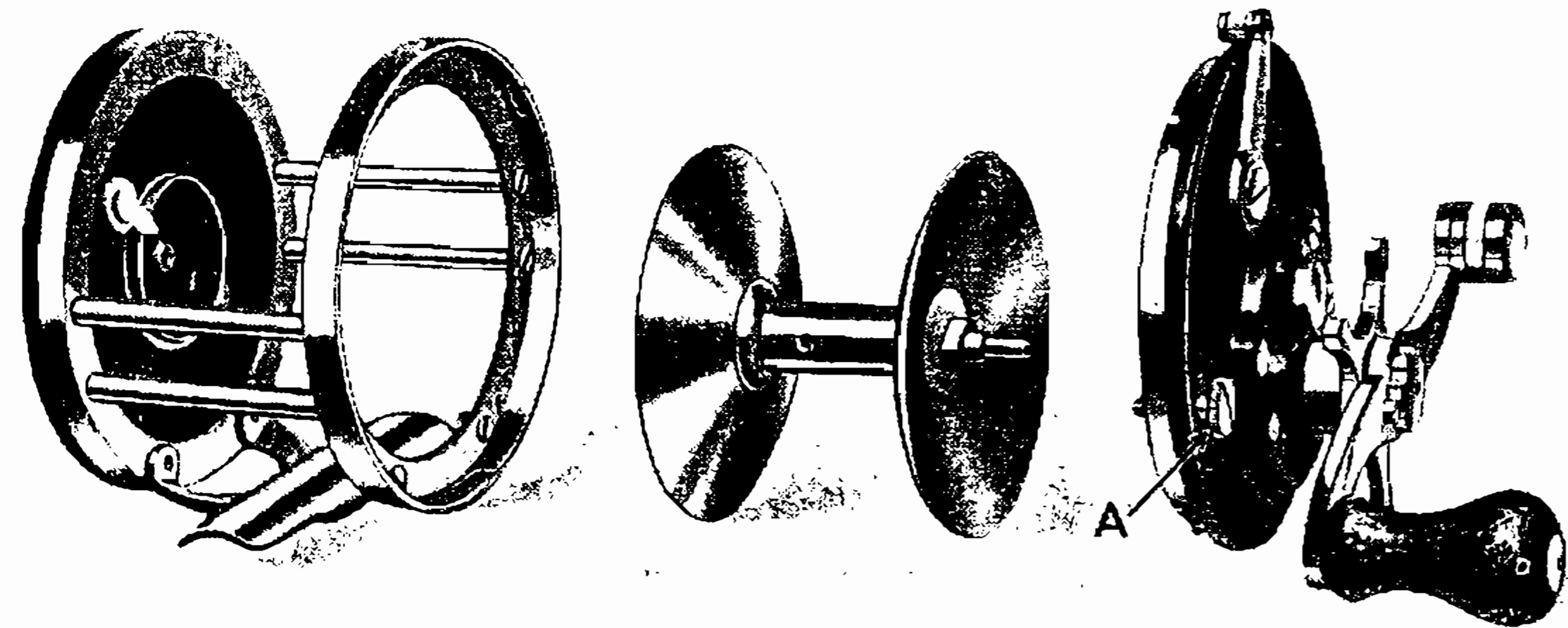
By far the greatest improvement in casting reels is the developing of the light weight spools. A thoughtless fisherman will pick up a reel, spin the spool and watch it run for a minute and will be convinced that it is a good casting reel, but actually it is a potential backlasher. A heavy spool will run forever, but as only a few seconds are necessary to complete the cast, this heavy spool will not slow down in time and the result is over-running and backlash. Also a heavy spool consumes more power in starting and thereby cuts down the casting distance. Equally important in casting, is the weight of the line and therefore the length and size of the line should be held to the minimum requirements to save weight. Not only the total weight of spool and line is important, but also the momentum of the spool should be further reduced by using a wide spool, thereby keeping the line closer to the arbor. The importance of this is proved best by the fact that the tournament casters use special built wide and light weight spools and special light lines in attaining their great casting distance. If the light line will not stand the strain of casting a heavy sinker, doubling the line or using a heavier line on the end will prevent snapping.



# 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

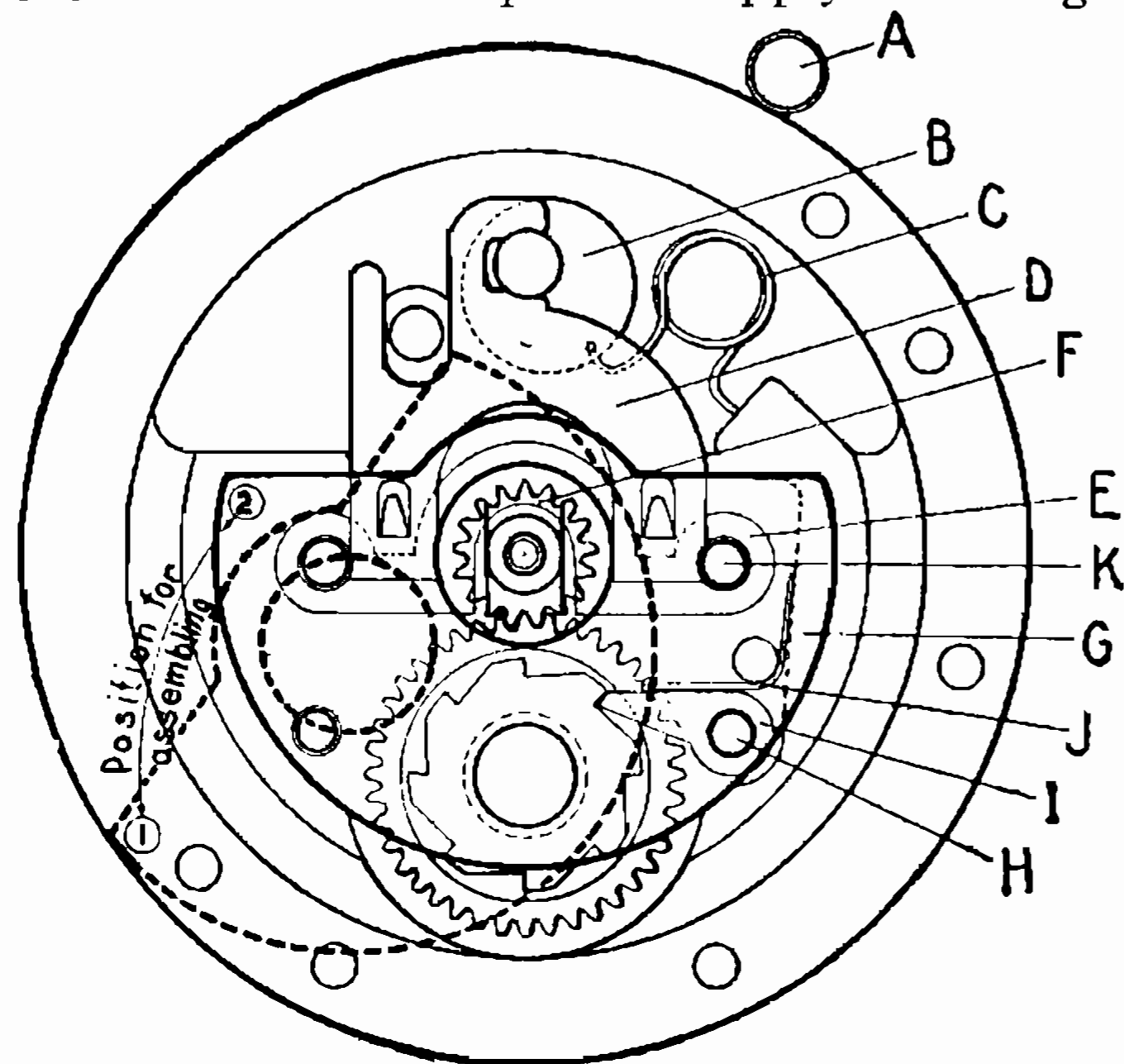
By means of our very rugged *Take Apart* device, our reels with this feature can easily be taken apart for cleaning. Unscrew and pull back knurled thumbscrew (A), turn front plate slightly to the left and pull away from the reel frame. Reverse operations for assembling.

## 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.

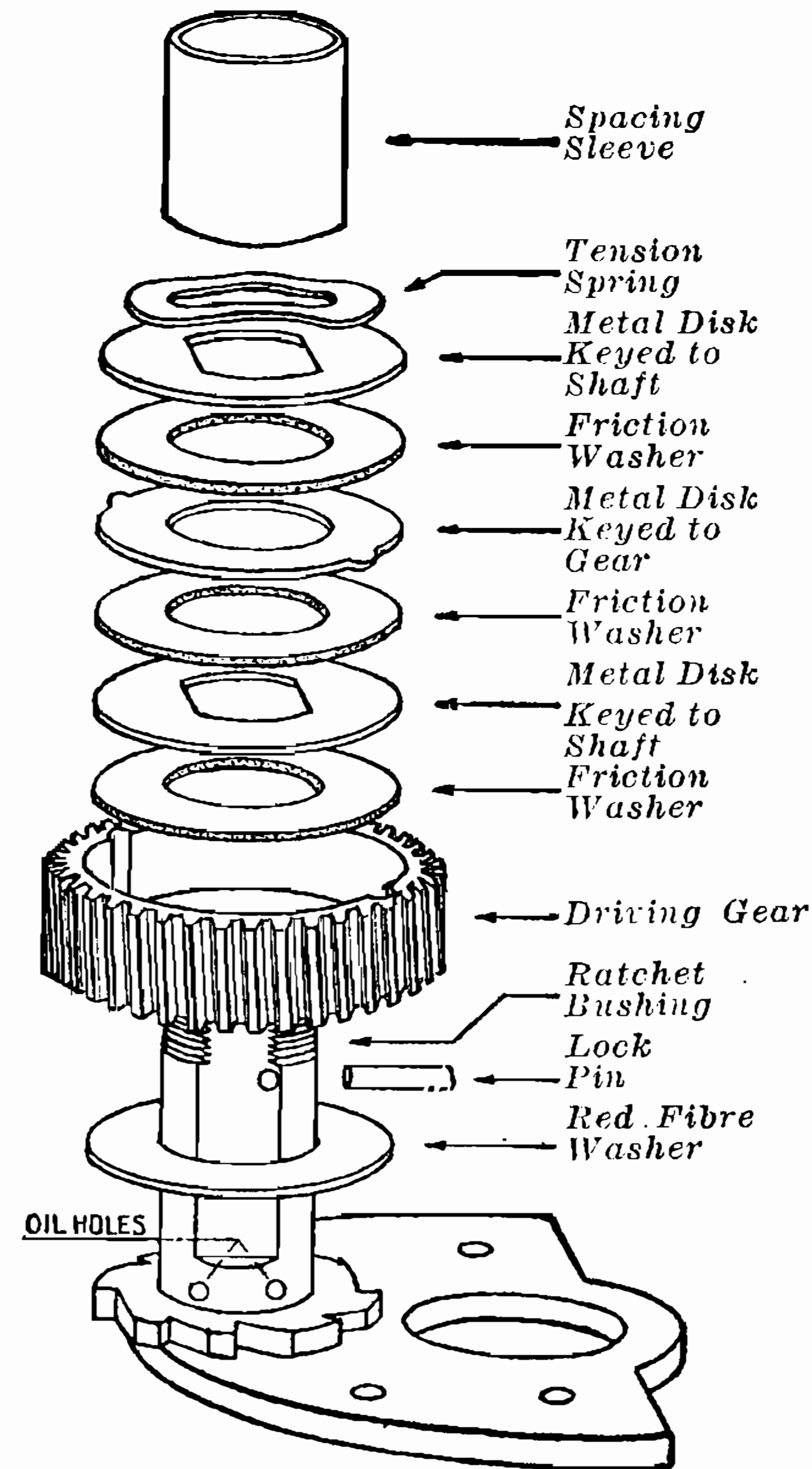
Free spool *Snap* lever (A) locked in its extreme end positions by stainless steel spring (C). Eccentric (B) operates jack (D), which raises or lowers spring pressed clutch yoke (E), which in turn engages or disengages pinion (F) with spool.



threaded) into plate hole and replace ratchet pawl (I) and pawl spring (J). Then without releasing pressure slide gear bridge to the right in position (2) and tighten bridge screws (H) and clutch yoke guide screws (K—short threaded).

## DIRECTIONS FOR ASSEMBLING

After re-assembling Star Drag mechanism, (see illustration) 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



## STAR DRAG (Operation)

The star drag is an adjustable drag and indispensable when fighting big game fish. The action of the brake is against the fish only, as the handle is prevented from turning backwards by a built in ratchet. Adjustment of the drag is made by a star wheel on handle. To check the amount of drag, put the reel in gear and pull line off the spool. Care should be taken not to have any more drag on the reel than the line or rod will stand. The purpose of the drag is to have a steady tension on the line rather than to stop the run of a fish. Too much drag on the line might only result in breaking tackle or pulling out the hook.

## CONVERTIBLE STAR DRAG

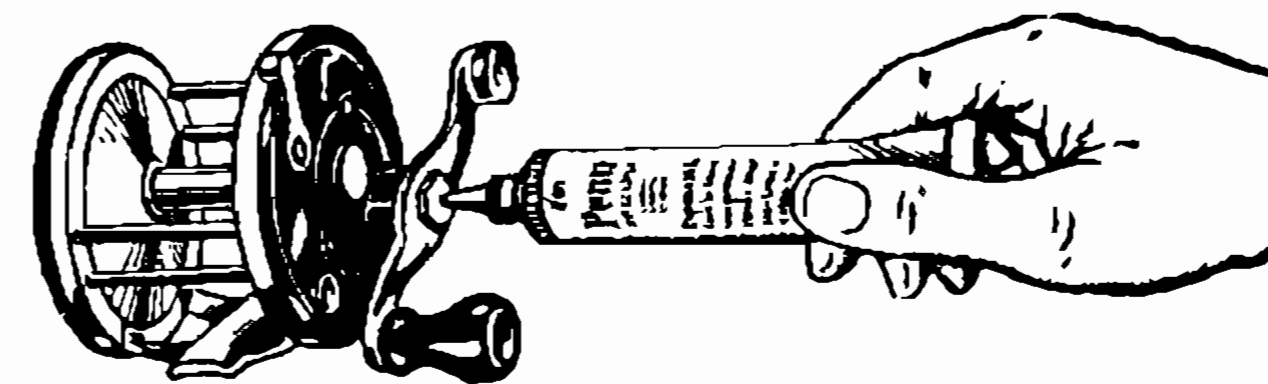
Patent No. 220482

With a Standard Star Drag Reel the drag is always on and therefore requires shifting the reel in and out of gear for letting out and retrieving the line. With our CONVERTIBLE Star Drag feature the drag can be thrown off by shifting the lower lever forward. This allows letting out line while the reel is still in gear and full handle control by the fisherman for hooking fish, yet when needed, drag can be engaged instantly by flipping lever downwards. Adjustment of drag is the same as Standard drag.

"Fish with a free spool reel and fight the fish with a star drag."

## 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.



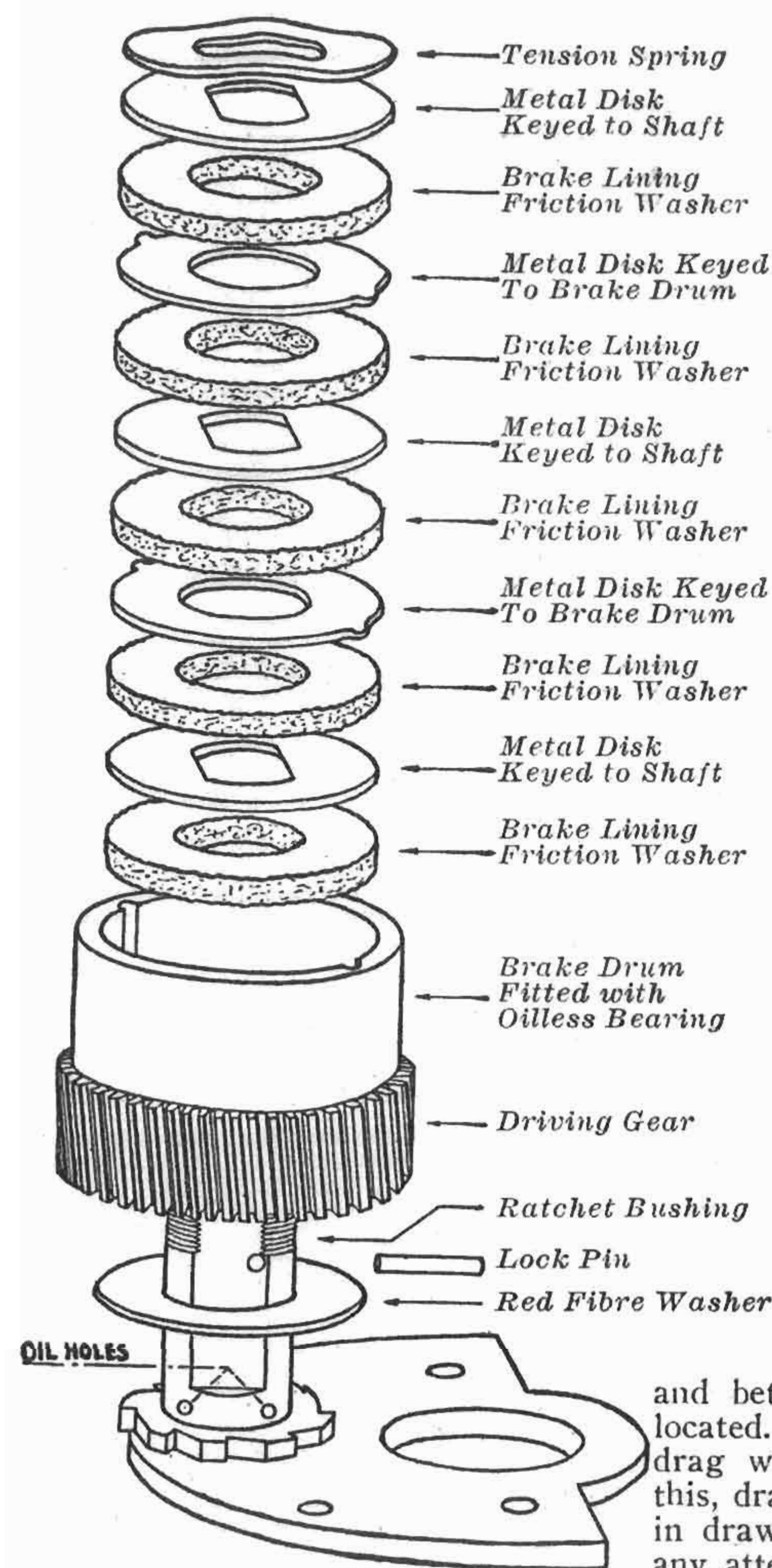
## OILING SYSTEM

Patent No. 1952756

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 pressure to the vital points. Built-in oil reservoirs provide for complete safety. A tube of PENN REEL LUBRICANT 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.



# CONSTRUCTION OF PENN FISHING REELS



## THE 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

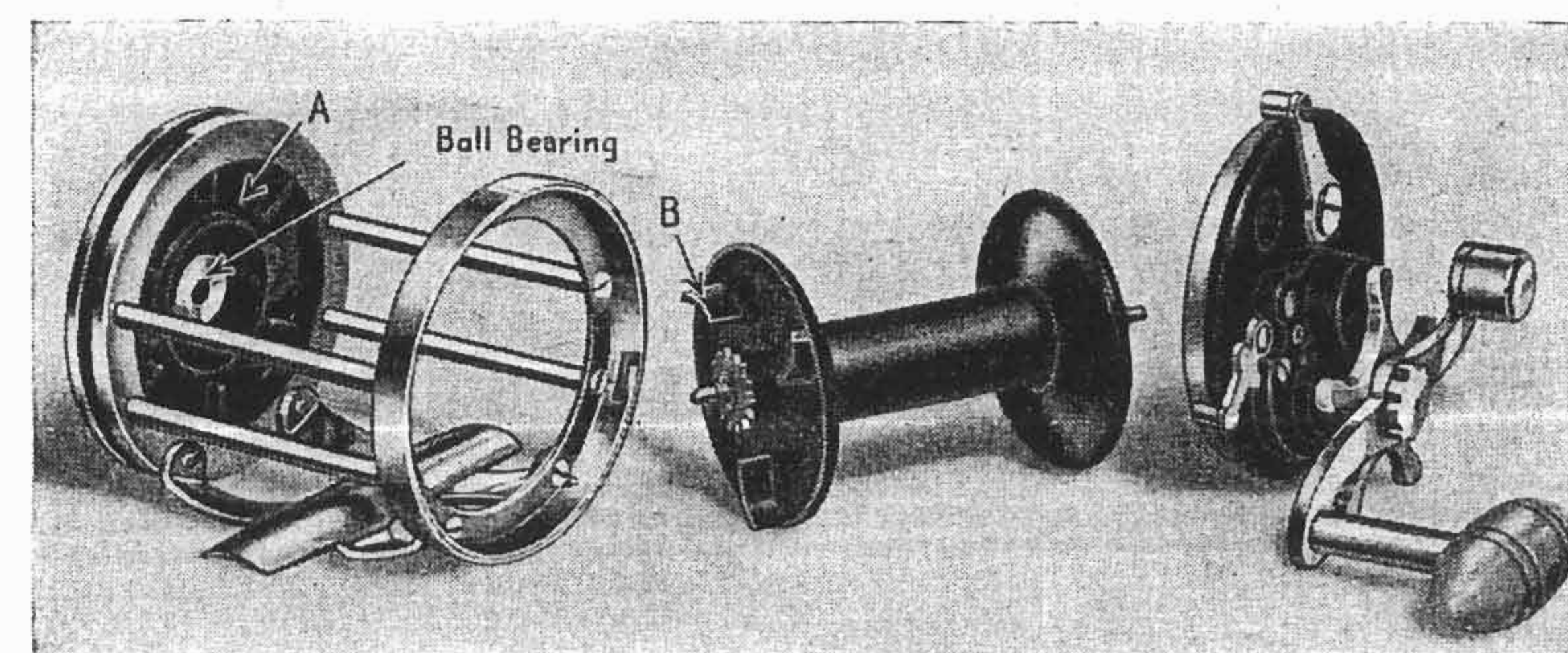
Without taking reel apart

Take off handle, 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.

## 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 patented *Penn Spool "Air-Brake"* 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 No. 2190786)

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 tightly 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.





75 lb. First Prize Tarpon caught by 12-year-old at Lou Finson at St. Petersburg, Fla.



312 lb. Blue Marlin landed by Herb Guy of Salerno, Fla. with 4/0 Senator reel.



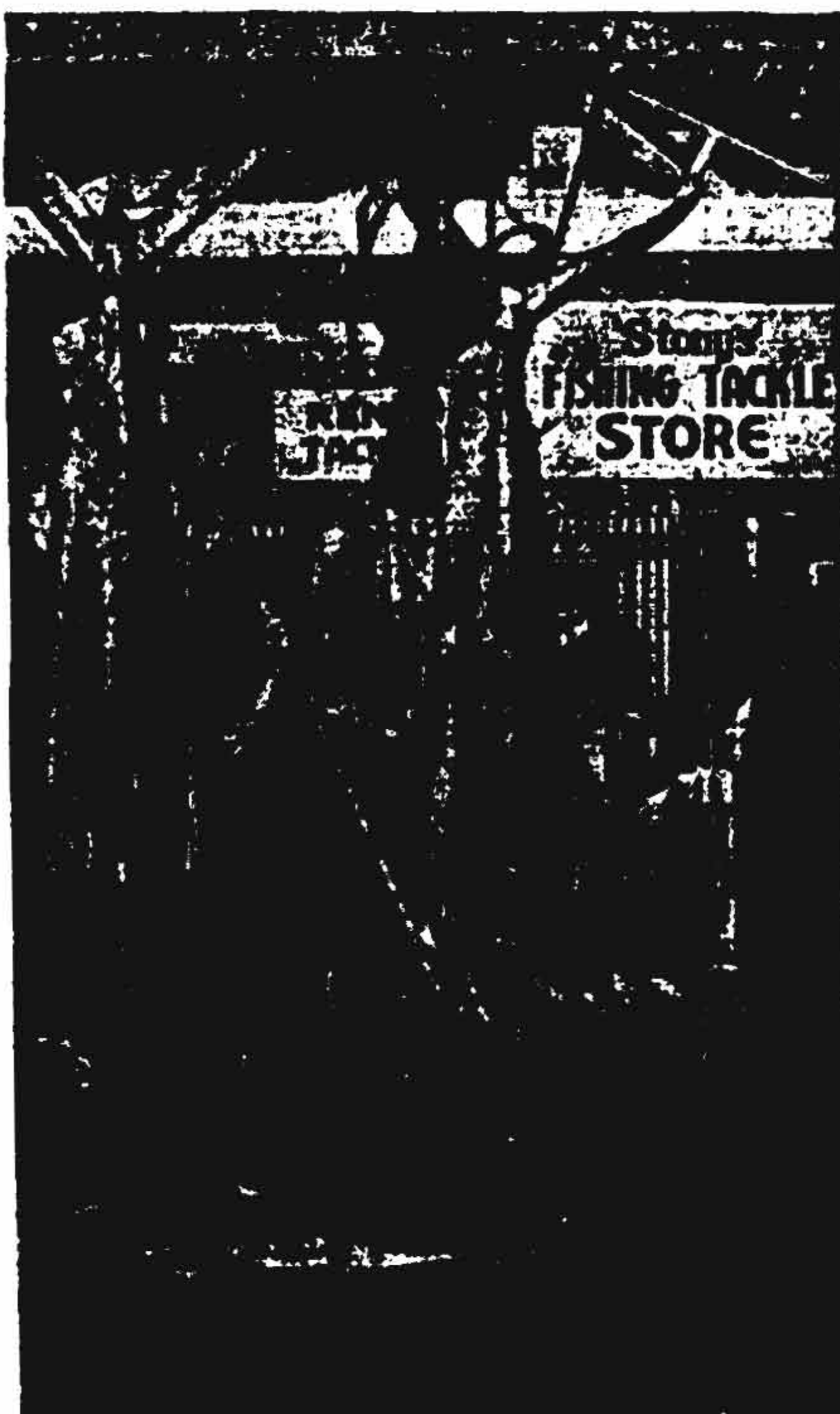
566 lb. First prize Black Marlin, length 12 ft. 8 in., girth 5 ft. 9 in. landed by Tex Stahler in the Bay of Panama with 12/0 Senator reel.



The lucky angler admires our lowest priced reel (PENN No. 14) which landed this Tarpon.



Record Pacific Sallfish, 96 lbs. caught by Jack W. Smith, Glendale, Cal. with 4/0 Senator reel.



"Stony" Harmon from Long Beach, Cal. and his 2 Marlin. Weight 208 and 164 lbs. The 9/0 Senator won the fight.



U. S. Atlantic Record Tuna 736 lbs. caught in Ipswich Bay, Mass., by Clarence M. Frost, Boat Nancy II, Newburyport, Mass.