



VALLEY MFG. & ENG., INC.  
11915 Wicks Street • Sun Valley, CA 91352  
Phone: 818-504-6085 • Fax: 818-504-6125

**WARRANTY**

Carl W. Newell Mfg. Warrants your Newell reel to be free from defects in materials and workmanship for a period of five (5) years from date of purchase. Carl W. Newell Mfg. Will repair or replace, at our option, any parts which are found to be of defective manufacture. This warranty does not cover damage by accident, abuse, lack of proper maintenance or normal wear and tear.

Warranty is valid only if the warranty card is completed and returned within 30 days of purchase. Should your reel require service under the warranty, return it post-paid to Newell Mfg. With a letter of explanation, and a dated copy of the sales receipt. Please include your phone number and the hours we can reach you.

Dealers or distributors are not authorized to replace any parts or make any repairs under this warranty.

Carl W. Newell

NEWELL SPECIFICATION SHEET

MODEL	WEIGHT (OUNCE)	RECOMMENDED LINE SIZE	LINE CAPACITY (TEST/YDS)	LINE CAPACITY (TEST/YDS)	LINE CAPACITY (TEST/YDS)	USE
MEDIUM HIGH SPEED 5:1 GEAR RATIO REEL 27" * PER CRANK						
220-5	13.3	20 - 30	20/200	25/160	30/130	BAF,J,LB,A,BF,F,S,SB,STR
229-5	13.9	20 - 30	20/290	25/230	30/185	BAF,J,LB,SUF,TR,A,BF,D,H,
235-5	14.3	20 - 30	20/350	25/280	30/225	K,S,SB,STR,TA,W,Y
MEDIUM HIGH SPEED 5:1 GEAR RATIO REEL 32" * PER CRANK						
332-5	16.6	25 - 40	25/390	30/320	40/450	
338-5	16.9	25 - 40	25/470	30/380	40/300	BAF,J,LB,SUF
344-5	17.1	30 - 50	30/440	40/350	50/280	D,H,K,S,SB,STR,TA,W,Y
HIGH SPEED 5:1 GEAR RATIO REEL 35 1/2" * PER CRANK						
440-5	20.4	40 - 60	40/400	50/330	60/265	J,LB,TR,WL,BF,C,D,K,W,Y
447-5	20.6	40 - 60	40/470	50/370	60/300	J,LB,TR,WL,AJ,BB,C,G,H
454-5	21.0	40 - 60	40/540	50/430	60/340	K,SF,SM,T,W,WM,Y
MEDIUM LOW SPEED 3.6:1 GEAR RATIO REEL 20" * PER CRANK						
220-3.6	13.3	20 - 30	20/200	25/160	30/130	BAF,J,LB,A,BF,F,S,SB,STR
229-3.6	13.9	20 - 30	20/290	25/230	30/185	BAF,J,LB,SUF,TR,A,BF,D,H
235-3.6	14.3	20 - 30	20/350	25/280	30/225	
MEDIUM LOW SPEED 3.6:1 GEAR RATIO REEL 23 1/2" * PER CRANK						
332-3.6	16.6	25 - 40	25/390	30/320	40/450	
338-3.6	16.9	25 - 40	25/470	30/380	40/300	BAF,J,LB,SF,TR,A,BF
344-3.6	17.1	30 - 50	30/440	40/350	50/280	D,H,K,S,SB,STR,TA,W,Y
MEDIUM LOW SPEED 3.6:1 GEAR RATIO REEL 26" * PER CRANK						
440-3.6	20.4	40 - 60	40/400	50/330	60/265	LB,TR,WL,AJ,H,SF,SM,WM,Y,T
447-3.6	20.6	40 - 60	40/470	50/370	60/300	
454-3.6	21.0	40 - 60	40/540	50/430	60/340	
BAIT REEL LOW 3.2:1 GEAR RATIO REEL 25" * PER CRANK FOR HEAVY FISH						
540-3.2	21.9	50 - 80	50/400	60/320	82/600	J,LB,TR,BF,C,D,K,W,Y
549-3.2	22.0	50 - 80	50/460	60/370	80/300	J,BL,TR,WL,AJ,BB,C,G
550-3.2	22.5	50 - 80	50/500	60/600	80/320	K,SF,SM,T,W,WM,Y
VERSITILE MEDIUM SPEED 4.6:1 GEAR RATIO REEL 34" * PER CRANK						
533-4.6	21.2	40 - 60	40/400	50/330	60/265	J,LB,TR,BF,C,G,K,Y
540-4.6	21.9	50 - 80	50/400	60/320	80/260	J,LB,TR,WL,AJ,BB,C,G
546-4.6	22.0	50 - 80	50/460	60/370	80/300	H,K,SM,T,W,Y
550-4.6	22.5	50 - 80	50/500	60/400	80/320	
SPECIAL HIGH SPEED JIGGING REEL 5.5:1 GEAR RATIO REEL 44" * PER CRANK						
533-5.5	21.2	40 - 60	40/400	50/330	60/265	JIGGING, A,BF,K,ST,W,Y
540-5.5	21.9	40 - 60	40/470	50/400	60/300	
BAIT REEL LOW 3.0:1 GEAR RATIO REEL 27" * PER CRANK FOR HEAVY FISH						
621-3	23.6	60 - 100	60/310	80/250	100/200	LB,TR,WL,AJ,H,SF,SM,WM,T
636-3	23.9	60 - 100	60/360	80/300	100/240	
641-3	24.0	60 - 100	60/410	80/350	100/200	
646-3	24.5	60 - 100	60/460	80/400	100/320	
JIGGING REEL 4.2:1 GEAR RATIO REEL 38" * PER CRANK JIGGING						
631-4.2	23.6	60 - 100	40/400	50/330	60/265	JIGGING, A,BF,K,ST,W,Y
636-4.2	23.9	60 - 100	60/360	80/300	100/240	
641-4.2	24.0	60 - 100	60/410	80/350	100/200	
646-4.2	24.5	60 - 100	60/460	80/400	100/320	

BAF = Bay Fishing  
AJ = Amber Jack  
H = Halibut  
ST = School Tuna

J = Jigging  
BB = Black Bass  
K = King Makerel  
STR = Sae Trout

LB = Live Bait  
BF = Blue Fish  
S = Salmon  
T = Tuna

SUF = Surf Fishing  
C = Cod  
SB = Striped Bass  
TA = Tarpon

Tr = Troling  
D = Dolphin  
A = Albacore  
W = Wahoo

WL = Wire Line  
F = Fluke  
SF = Sail Fish  
WM = White Marlin

A = Albacore  
G = Gruper  
SM = Striped Marlin  
Y = Yellowtail

\*WITH FULL SPOOL  
Capacities were determined using BERKELEY Tournament Grade line 20 = .016 25 = .0175 30 = .019 40 = .022 20 = .016 50 = .025 60 = .028 80 = .031 100 = .035

# ASSEMBLY & LUBRICATION CHART

## S300 SERIES (6 Models)

S332 - 3.6  
S332 - 5

S338 - 3.6  
S338 - 5

S344 - 3.6  
S344 - 5

*Fellow Fisherman:*  
You should take pride in owning this reel. It was designed and built for the fisherman who appreciates fine quality and wants the best equipment. Proper care of the reel is essential. Please read and follow the enclosed instructions so that your reel may provide you with many years of pleasure.

### CARE & MAINTENANCE OF YOUR NEWELL REEL

Your Newell reel is precision built with corrosion resistant materials requiring minimal maintenance. Please read the following instructions and fill out the warranty card.

Any comments pro or con regarding any of our products are solicited and often are helpful in our research and development. Photographs of trophy fish caught on our reels would also be appreciated.

Our reels are made of Stainless Steel and New Hi Performance Thermoplastics reinforced with Carbon and Glass Fiber

**WARNING:** Do not use **GUN CLEANER** or **OTHER SIMILAR PRODUCTS** as they will damage the molded parts.

All grades of stainless steel are not rust Proof. Our gears are made from heat treatable stainless that is strong and very tough, but will rust if saltwater remains on them. Our smallest gears are used in our 200, 300, and 400 reels, and have proven themselves catching many fish over 200 lbs without failure and still remaining serviceable.

**SALTWATER FISHERMAN,** after each trip you should rinse reel in fresh water. Star drag should be tightened before rinsing. Back off the star drag, shake and wipe off with cloth. Place reel in sunny or warm room to allow reel and line to dry.

Familiarize yourself with your reel by looking at the assembly and lubrication chart on reverse side. If it is necessary to disassemble your reel lay out the parts and screws in the order of disassembly. Note the different length and size of the screws.

Put a small amount of grease on the bearing adjuster threads before reinstalling. Adjust the left-hand bearing so the spool has a little movement from side to side (.005" to .010") for maximum casting distance. (See drawing) Do not over-tighten the bearing as it will damage it permanently.

**WHEN REASSEMBLING THE BREAKS BE SURE YOU FOLLOW THE BRAKE ASSEMBLY DRAWING. NOTE: CONCAVE METAL DISC MUST FACE IN THE PROPER DIRECTION.** Avoid getting any grease on the fibers or disc.

**WARNING:** Do not attempt to disassemble Left-Hand Side Plate or the Master Frame. They were assembled at the factory on a master jig.

There is no need to disassemble the Bridge Plate assembly. Wipe off main and pinion gear and re-grease; use only very light oil on spool axle if you want to cast far. If you are Trolling, Bottom fishing etc. use grease. You can spray Bridge Plate with WD-40.

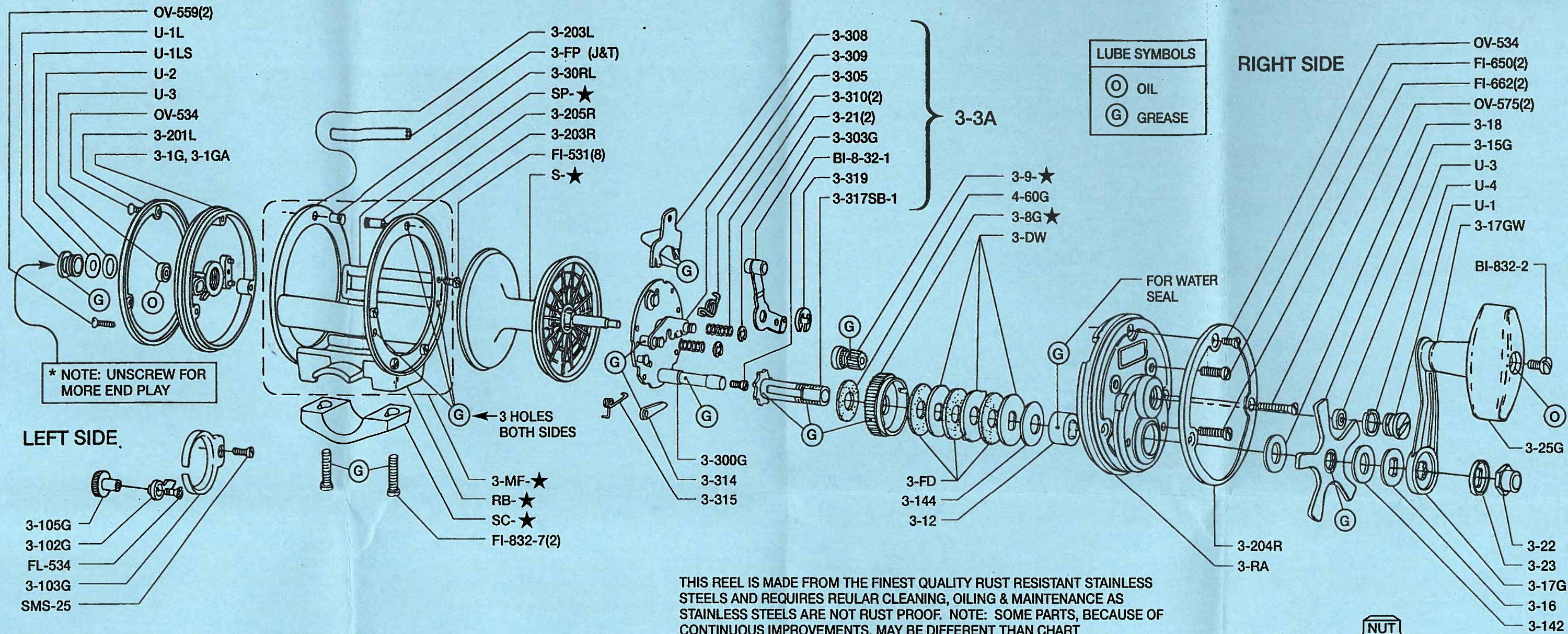
**WARNING:** Be careful not to cross thread the star drag or handle nut, as they are fine threads.

The most asked question is about drag washer life. If you are catching fish 20 lbs or under the drag washers will probably last you a lifetime. The smallest drag we make is still in good condition after landing a 200 lb Tuna

Good Fishing

Carl W. Newell





### 300 SERIES PARTS LIST

PART NO.	DESCRIPTION	PART NO.	DESCRIPTION	PART NO.	DESCRIPTION	PART NO.	DESCRIPTION
BI-832-2	8-32 1/4" BINDER HEAD SCREW	3-DW	STAINLESS STEEL BRAKE DISC	3-17G	GRAPHITE HANDLE	3-309	STAINLESS STEEL YOKE
FI-531	5-40 5/16" FILLISTER HEAD SCREW	3-FD	FIBER FRICTION WASHER	3-17GA	GRAPHITE HANDLE ASSEMBLY	3-310	YOKE SPRING
FI-650	6-40 1/2" FILLISTER HEAD SCREW	3-FP-★	STAINLESS STEEL FRAME POST	3-17GW	PLASTIC WASHER	3-314	RATCHET DOG
FI-662	6-40 5/8" FILLISTER HEAD SCREW	3-MF-★	MASTER FRAME COMPLETE W/2 RINGS	3-21	CIRCLIP	3-315	RATCHET DOG SPRING
FI-832-7	8-32 3/4" FILLISTER HEAD SCREW		2 SUPPORT POSTS, 1 REEL BASE,	3-22	STAINLESS STEEL HANDLE NUT	3-317SB-1	BRIDGE SLEEVE
FL-534	5-40 5/16" PHILLIPS HEAD SCREW		1 SPPED CLAMP, 2 SCREWS ASSEMBLED	3-23	NYLON LOCK WASHER	3-319	CIRCLIP
OV-534	5-40 11/32" OVAL HEAD SCREW	3-1G	LEFT SIDE PLATE ONLY	3-25G	CRANK HANDLE KNOB	4-60 G	THRUST WASHER
OV-559	5-40 5/16" OVAL HEAD SCREW	3-1GA	LEFT SIDE ASSEMBLY INCLUDES:	3-102G	CLICKER DOG	RB-★	REEL BASE
OV-575	5-40 3/4" OVAL HEAD SCREW		CLICKER DOG, CLICKER BUTTON,	3-103G	CLICKER SPRING	S-★	SPOOL
SMS-25	1/4" SELF THREADING SCREW		CLICKER SPRING AND SCREW	3-105G	CLICKER BUTTON	SC-10	SPEED CLAMP FITS RODS 3/4"-7/8"
	GENERAL PARTS	3-3A	BRIDGE PLATE ASSEMBLY INCLUDES:	3-142	BELLEVUE SPRING (.10")	SC-15	SPEED CLAMP FITS RODS 7/8"-1-1/16"
U-1L	LEFT SIDE BEARING CUP		BRIDGE PLATE, JACK HANDLE, JACK,	3-144	BELLEVUE SPRING (.36")	SP-★	SUPPORT POST
U-1LS	CRESCENT SPRING WASHER	3-8F	JACK SPRING, RATCHET DOG, RATCHET	3-201	STAINLESS STEEL LEFT SIDE END RING		
U-1R	RIGHT SIDE BEARING CUP	3-8M	DOG SPRING, BRIDGE SLEEVE AND CIRCLIPS	3-202	LEFT SIDE THREADED INSERT		
U-2	O RING	3-9F		3-203	STAINLESS STEEL INNER SPRING		
U-3	STAINLESS STEEL BALL BEARING	3-9M		3-204	STAINLESS STEEL RIGHT SIDE END RING		
U-4	SPLIT RING RED (.040)	3-12		3-205	RIGHT SIDE THREADED INSERT		
	SPLIT RING BLUE (.050)	3-RA		3-300G	BRIDGE PLATE ONLY		
	SPLIT RING ORANGE (.060)	3-15G		3-303G	STAINLESS STEEL JACK HANDLE		
	SPLIT RING WHITE (.070)	3-16		3-305	JACK SPRING		
	SPLIT RING BLACK (.080)			3-308	STAINLESS STEEL JACK		

