

# operating manual

**Holliday Reel Co.**

Here's a reel that makes all other spinning reels obsolete! If you insist on fishing with the best—and only the best—the HOLLIDAY REEL fills the bill. The first really NEW fishing reel

developed during the last 15 years. The HOLLIDAY eliminates all spinning reel bail problems with its new line PICK-UP MAGIC. (Everyone knows it's the bail which always fails at the slightest provocation or at the most critical moment). This reel makes all other spinning reels old-fashioned with its new streamlined yet functional styling and utter simplicity. Amazing interchangeable spools and rotating heads make two reels out of one. The HOLLIDAY REEL combines the finest materials and workmanship to bring to the most discriminate anglers the "World's finest and most modern" fishing reel.

## REEL FACTS



## installing the line

The lighter the line, the better the cast. Be a sportsman and play the fish. In order not to mount the line with excessive twisting, a line winder is recommended. Your sporting goods dealer may have one. If none is available, the line may be installed by hand. Mount the reel on the rod and thread the end of the monofilament line through at least one line guide. Tie the line on the reel spool hub. Have someone hold the line dispenser so that it will turn. A pencil through the line dispenser hole will do the trick. Then merely retrieve or crank in the line, applying a little tension by drawing it between the fingers and thumb. Caution—for best results do not overfill the spool.

### LINE CAPACITY—Yards of Monofilament (Approx.)

	4 lb.	6 lb.	8 lb.	10 lb.
MODEL 30	200	160	115	
MODEL 40		220	190	150

## pick up magic

Picks-up the line AUTOMATICALLY! The Magic Flyer pick-up eliminates almost all repair problems since practically all spinning reel difficulties result from the bail. This reel works like a "manual" type reel—except it is automatic. The line guide is of diamond hard Carboloy and is guaranteed not to groove for the life of the reel.



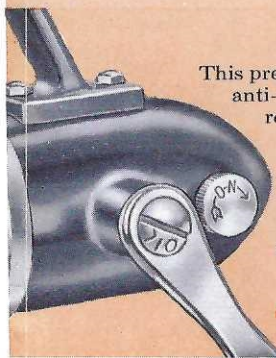
## adjustable drag

The Holliday is equipped with friction-type disc drag, incorporated in the spool. The drag is infinitely variable and long wearing. Turn the spool nut clockwise (tighten) to increase braking action. The reverse will decrease the drag. The drag should be set slightly under line breaking strength under most conditions.

A light click has been installed to warn you whenever the spool starts to turn. If you hear this click while winding in do not continue to crank because it only twists the line instead of retrieving it. Either wait until the fish stops running or increase the drag adjustment to provide more line tension—if you're sure you can without breaking the line.

This prevents the handle from turning backward. The anti-reverse knob is located on the crank side of reel, and can be conveniently turned into position. It is engaged when the knob is turned in direction marked "on" and disengaged when turned back. Ideal for use when trolling as well as playing or netting a fish. The knob should be in the "on" position at all times when fishing.

## Anti-Reverse





## care of the reel

The Holliday is a fine precision mechanism. A little attention in keeping it clean and properly lubricated will be repaid by years of dependable service.

Bearings in the Holliday, the axle and gear shank as well as the pinion bearing should require cleaning and oiling only once a year with normal use.

NOTE: After using in brackish or salt water, wash the reel in fresh water immediately; then oil all exposed moving parts. Materials and finish have been chosen to make this reel as corrosion resistant as possible and still retain the lightness and strength required in this type reel. Repair parts are available at leading sporting goods and tackle stores. If you cannot find a dealer handling the parts, they may be purchased directly from the home office. It is recommended that, whenever possible, reels needing repairs or general overhauling should be returned to the home office at E. TAUNTON, MASS.

NOTE: Please remove fishing line before returning reel.

## two reels in one

By removing the spool and rotating head the angler can easily and quickly convert the reel from a conventional size to a heavy-duty fresh water or a light salt water reel. By having two spare parts you have TWO REELS IN ONE. (No tools required)

No. 310 — Consists of spool and rotating head to convert the Model 30 reel to large capacity model 40 .....\$15.00

No. 410 — Consists of spool and flyer to convert the Model 40 reel to the smaller capacity Model 30 .....\$10.00

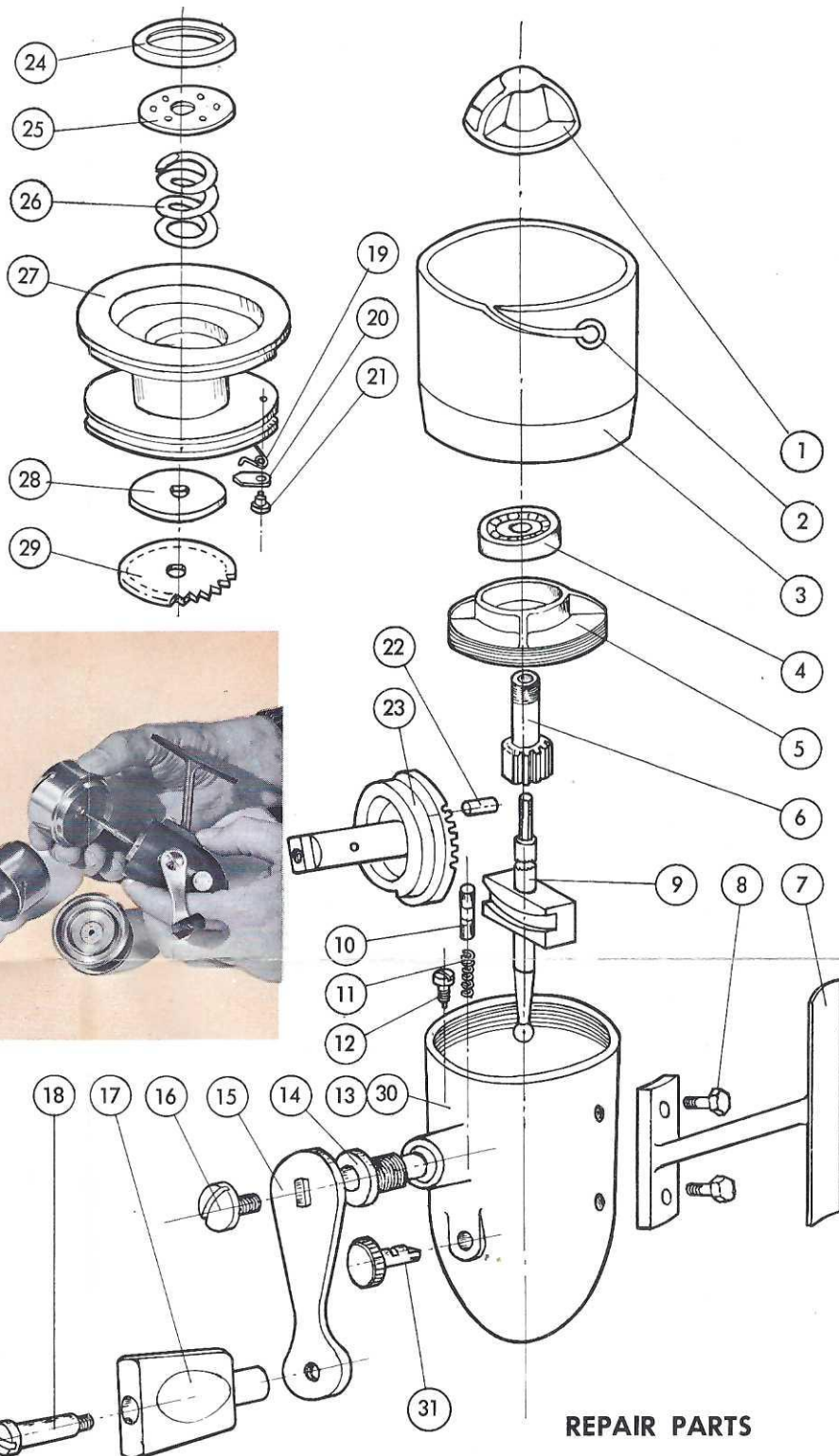


## pick up "gap" adjustment

If your reel should fail to pick up properly, or if it should bind when using exceedingly heavy line, it may become necessary to adjust the gap between the spool flange and the flyer. To do this remove the spool and turn the anti-reverse knob to "OFF." Then insert a small screwdriver, nail, or any such pointed metal object into the small hole in the flyer as shown. Turn the flyer to the right, if the reel is binding or to the left if the MAGIC FLYER is failing to pick up the line.

### OILING INSTRUCTIONS

Remove the crank screw marked OIL and, using a tube of reel or gun grease, squeeze a generous amount into the hollow crank shaft. This will lubricate the gears, cam, cam pin, etc. Externally, a few drops of machine oil should be applied to the anti-reverse knob and crank knob every few days when using the reel continuously. The spool should also be removed occasionally and the shaft and friction washers oiled. Be sure that a few drops of oil reach the shaft behind the friction plate.



### REPAIR PARTS

Part No.	Part Name
1	Drag knob
2	Line guide
3	Rotating head with Carboly line guide (for Model 30 reel)
4	Ball bearing
5	Bearing retainer
6	Pinion
7	Stand
8	Stand screws
9	Axle shaft
10	Anti-reverse plunger
11	Anti-reverse spring
12	Anti-reverse screw
13 & 30	Body & bushing
14	Crank bushing
15	Crank
16	Crank screw
17	Crank knob

Part No.	Part Name
18	Knob screw
19	Drag click spring
20	Drag click pawl
21	Drag click screw
22	Cam pin
23	Gear
24	Drag ring
25	Drag plate
26	Drag spring for No. 30
26A	Drag spring for No. 40
27	Spool body

Part No.	Part Name
28	Friction washer
29	Friction plate
30	See 13
31	Anti-reverse knob
32	Extra spool complete (for Model 30 reel)
34	Chenille for spool
42	Spool complete (for Model 40 reel)
43	Rotating head (for Model 40 reel)

Reels being returned for repair or service should be shipped prepaid to:

**Holliday Reel Co.**

E. Taunton, Mass.



# How to Spin **Holliday** with

**1.** Mount the reel under the spinning rod so that it balances well. Turn the anti-reverse knob in the "on" direction (Note: The anti-reverse should be "on" at all times when fishing). Grip the outfit so that the stem fits comfortably between the middle and ring fingers. Pick up the line with the index finger, so that a backward turn of the crank will disengage it and turn the crank backward until it stops. At this point the handle will be pointing toward you and the spool will be fully extended ready to cast.

**2.** Holding the line on the tip of the forefinger, make your backcast. Start your forward cast immediately and release the line at about 10 o'clock. Let the rod "follow through." The exact line release timing will come with practice. To shorten the cast or reduce "ballooning" of the line, gently finger the line by lowering your forefinger against the spool flange at the end of the cast.

**3.** Start retrieving the line immediately and the *Pick-Up Magic Flyer* takes over. No bothersome bail to worry about. Use caution to see that line winds evenly and tightly without protruding loops which occasionally occur when casting into a heavy wind or when "popping" a lure because the *Magic Flyer pick-up* may hook through any loop standing up from the spool. Do not retrieve the lure up tight to the rod tip. Allow between 8" to 12" of line between the rod tip and the lure. Always use a snap swivel ahead of your lure as some lures cause line twist, and excessive line twist interferes with the proper function of this or any other spinning reel.

## **Holliday Reel Co.**

DIVISION OF **FAB-RIK-O-NA**

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