

# Reel Makers



On this page we would like for ORCA members to write some history on a reel maker that they are keen about and add a few pictures of the different reels they made. Anything lengthy just send us a link and we can steer them on to your site or page! This category is organized by company names as headings. Any reel names and inventor names will be included in the text below the company.

Above is a picture of Jack Manda on the right with the pith helmet on. He was a True Temper dealer in the 1970s who sold so many TT rods and reels that they sent him around with a cameraman to several areas to catch fish with the Unispins. This picture was taken down in Costa Rica, Central America. It shows him with a giant tarpon caught with a TT Unispin No.66. He was a great fisherman! Also the reel shown above is a Wards Precision which was Bronson made circa 1937. It is the only one we have ever seen!



**ABU** This Swedish Company is the manufacturer of the famous Record and Ambassadeur casting reels, the Cardinal Spinning reels and much other tackle. ABU was founded in Svängsta, Sweden, at the Mörrum River in 1921. Initially a watch factory, the company's expertise was redirected toward the development of precision fishing reels in the late 1930s by the founder's son, Göte Borgstrom. The generation of world famous Ambassadeur reels got its start in the early 50's. The Cardinal spinning reel was introduced in 1965.

**ABU Garcia** the company came out with a movie about its history on July,10 2013. Here are some links to check out a lot of ABU information. For now, copy and paste this link into google! There are other good ABU links here! [abugarcia.com/for life](http://abugarcia.com/for%20life)

**AIREX**, in 1947 Airex was the first U.S. Company to develop into the manufacture of the “new” fixed spool, or spinning, reels. The initial force behind spinning reels in the U.S. was famous sportsman Bache Brown, who had been importing fixed spool reels from Europe in the 1930s. The first spinning reel manufactured in this country was an American version of the French Luxor, which evolved into the Bache Brown Mastereel in 1947. In the late 1940s, Airex was purchased by the famous toy train manufacturer, the Lionel Corporation, of Long Island City, NY and they were soon the major manufacturer of spinning reels in the U.S. As competition became more intense in the U.S. sales of Airex reels declined. In 1964 the company was sold to Fuerer Bros. Of White Plains, NY.

**AEROCAST PRODUCTS** (Chicago) maker of Aerocast reels which are tri-knobbed reels with red plastic side plates. (Picture courtesy of Jim Madden)





**ALCEDO**, manufacturer of high quality spinning reels, located in Torino, Italy. The company was founded by Dr. Rolondi in 1945. Their reels were imported into this country by Firearms International in the late 1940s and 50s, and are still highly sought after today. The Alcedo Micron was perfection in an ultra lite spinning reel when introduced around 1950. It was imported to the US by Continental Arms Corporation of New York, and the company was bought by Coptes in 1975. (Research provided by Ben Wright, picture courtesy of Jim Madden.

**ALLCOCK, & Co, (Redditch, England)** This large British fishing tackle company started up shortly after 1800 and manufactured all kinds of tackle for almost 200 years. They manufactured many reels in brass, hard rubber, combination of metals and rubber. Their Aerial reels, classic British type reels invented in 1896 by champion caster H. Coxon, are works of art. Aerials were a light weight single action reel used for casting. The U.S. "Indiana Style" reels were similar, but lacking the quality. These reels were manufactured by Allcock's until the 1960s. Allcock also produced fly reels, multipliers and Nottingham style wooden reels. Allcock was gobbled up by those conglomerates in the 1960s and at one time was owned by Shakespeare.

**ALVEY**, manufactured a variety of quality casting reels starting with the name Alvey is the first reel that most Queenslanders would think of when fishing is mentioned. I used a side cast Alvey reel when fishing from the southern bank of the Brisbane River in the latter part of the 1960's not knowing that this iconic reel was first made from the opposite bank in 1920. Charles Alvey began making reels from a backyard shed at his St. Lucia residence, just a few

good surf casts distance from the City center of Brisbane.

The first trade reels were made using Silky Oak for both spool and back (USA refer to as Lacewood) with a hand-filed, gunmetal cast star shaped piece fitted to the back and line guide. Charles' son Ken, a qualified pattern maker joined the company in 1923 and together they decided to promote the Alvey brand, cease making trade reels and introduce an all metal back. 1936 saw some spools made of Bakelite as well as an all alloy Game reel. (a radical change from Alvey's standard) WW2 years 1939-1945 stopped production while the machinery went into use to help with the war effort. Charles Alvey passed away in 1945. In 1946 Jack, Charles' grandson who was a fitter and turner joined his father Ken to boost production.

The use of Camphor Laurel timber for spools stopped in favour of Red Cedar. Output rose to over 30,000 units by 1956 and they were Queensland's largest reel manufacturer, although sales were poor in other Australian states. That changed in 1957 when a Queensland fishing team with members mostly using Alveys cleaned up the competition held in the neighbouring State of New South Wales, where overhead reels were used by other State teams as well as a New Zealand representative team.

The 1960's were tough times because of the drop in import tariffs allowing a flood of competition. Alveys now had an all stainless steel back.

1973 saw the passing of Ken Alvey and in 1974 the Brisbane River flooded. Alvey spools switched to fibreglass after 50 plus years of wood. Jack's elder son Bruce joins the company after the completion of an engineering course.

1978 ushered in a change of business location along with different methods of production. In 1988 Jack's younger son Glenn adept in computer and management entered the company. Time passed with spools being made with an Injection moulding process, metal backs gave way to graphite moulding, star drags became lever drags and Alvey's 75th anniversary saw them still a family business. In 2001 Jack Alvey passed away.

It's now 2013 and the reels are now light and strong with vented spools and backs with many different models to suit varieties of fish and the way you need to fish. A long way from the original materials but an evolutionary progress of the basic design. Bruce Alvey now manages the daily running along with his brother Glenn and after more than 90 years, Alvey is still a wonderful Family business fast approaching a century of continuous service to all who love to fish.

Research by Ray Hodges from Australia. This is Alveys website.

<http://www.alvey.com.au/default.asp?contentID=400>

**AMERICA COMPANY**, America Reel Co. located in Rockford, IL was a mfg. from 1904 to about 1908. Manufactured a variety of quality casting reels starting with the patented quick take-down, ball bearing reel of William Sutton. Reels were made in German silver, aluminum, and nickel plated brass in a variety of sizes.

Meek reels were manufactured by the American Company under the supervision of Sylvanus Meek, son of B.F. Meek. According to antique reel authority, Ron Gast, it is not known if Meek made these reels himself, or just supervised the production. These models are marked America-Meek. These reels are quite scarce.

**AMERCIA REEL CO**, Indianapolis, Indiana. In the early 1880s, the company produced a New York style ball handle reel. It was unique in that it had a 10:1 gear ratio. It had a 4-gear train and was marked with the company name. This reel was patented on Jan 31, 1882, which was one of the marked dates on the reel. The other was a November 14, 1871, a patent for a Terry designed reel foot. Ohaver and O'Bannon, a pair of inventors, are credited with some of the early designs. The America Reel Company reels were available with the Richardson Level Winder. These reels are scarce. (For in-depth information, see Steve Vernon's article in

Fishing Collectibles Magazine from which this information came). <http://www.fishingcollectiblesmagazine.com/art/1009.pdf>

**ALUMINUM & PLASTICS PRODUCTS CO.** – (2050 N. Mississippi – Portland, OR.) They manufactured Simplicity reels. They were an electronics components manufacturer from the early fifties and for only a few years. The reels were well known for their purple handle knobs that were originally used on electronic hand wheels. Today the building is located underneath an overpass. They made single action reels that were mostly machined from solid pieces of aluminum. There were three styles: the plain back ( a smooth back), the target back which had a series of circles machined into the back and was the most common style, and the elusive super-rare black reel. The clicks on these reels were poorly designed and usually were worn beyond use very quickly. They had a bullet shaped smooth steel pin that dropped into indentations in the end of the aluminum spool. The reel was equipped with a thumb activated brake on the right end plate. This was a spring-loaded button with a “C” shaped piece on the end which was lined with leather. When pressure was applied the leather made contact with a diameter machined on the end of the spool. The reel also had a free spool which was engage when the handle was pulled out. If the handle shaft is ever removed there is a small spring inside that can reach super-sonic speeds when freed. Don Champion

**AQUA SPORTSMAN, INC,** Cincinnati, Ohio. This was an unusual casting reel with a "wand" that extended from the upper part of the reel forming a "Aqua Automatic Reel Control" that worked with the level wind to prevent backlashes.

**ARJON,** (Sweden) The company was known as Arjonfabriken for its first seven years. It was founded by Arvid Jonsson in 1942. Eventually, the name Arjon came about as a combination of Arvid's first and last name. The company depended upon rod sales in the early years but began making high quality casting reels in the 1950's. The first reel was the Champion #180. It would later become the Commander and then the Fighter. The reels were known for their high quality and innovative designs. Eventually, a fly reel (the Clever) and several closed face spinning reels were added. Many of the spincasters were created from parts bought from the bankrupt Victory Produkter company in 1964. The Fighter was imported to the US in 1958 by Walter Stutz Inc. of New York City at a price of \$55.00. The Arjon Fighter had an innovative line guide, an aerodynamic brake, star drag and easy take down. The reel failed in this country due to its high price and poor marketing. See Reel News back issue Summer 1998 for more information. Some of the information above came from *Vintage Fishing Reels of Sweden* by Dan Skupien.

**ATKINSON, WILLIAM L.Co,** William was born c1865 in Michigan. Around 1895 Atkinson's father died and his mother, Caroline, moved the family to Seattle. The reasons for the family resettlement are unknown. The family included William and his brother Frederick. William's was living in Fairhaven, Washington, 88 miles north of Seattle when his reel was invented. At that time Fairhaven was a thriving seaport, but the town has now been swallowed up by Bellingham.

The Atkinson reel was a spring driven, automatic, multiplying reel. The drive spring was a long coil spring contained in the rod handle. To wind the spring initially, there was a folding crank placed at the end of the handle. Unlike many automatic reels of the period, Atkinson's reel was able to be put into a free spool mode to allow ease of casting. The spool was in the style of a casting reel with a spool that was wide and small in diameter, but the line fed through a guide in the side of the handle. In the late 1800's and the early 1900's many inventors attempted to combine fishing reels into rod handles. There were many applications for these angling implements to the U.S. Patent and Trademark Office during the time of the United States industrial revolution. Among these efforts was the patent

of William L. Atkinson in 1903. His patent, No. 769,142 was granted on September 1904. Although the concept was popular in the patent office, it appears that never became so with fishermen. Very few examples of these early built in reels have been found by today's collectors and apparently no examples of Atkinson's invention exist, if it ever was manufactured commercially. It really seems a bit unusual that a freshwater reel design like that of Aktinson's would be developed in a Washington seaport. William L. Atkinson died sometime after 1915.

**ATWOOD PATENT REEL COMPANY**, Mr. Atwood was a prolific patent applier with a long list including elevators, bottle openers, and airplane flaps long before he invented any reel. Between 1885 and 1920, among all the other items, there were 5 reel patents, some probably never making it to production. One, a rod and reel combination with a hollow rod for the line to tun through, is on display in Maine State Museum. Another has a complicated hinge feature that allows for easier oiling, and one more called for glass plates. It has been estimated that fewer than 500 reels actually made it to producation. The 2 models marketed in 1908 were called the Atwood Patent Variable Tension Reels. Pictures and moe information can be found In The American Fly Fisher magazine in an article (from which the information above has come) by Gradon R. Hilyard called "Tracking Atwood." <http://www.amff.com/assets/images/on-page/The-Journal/Hilyard%20Atwood.pdf>

**BATE, THOMASH, & COMPANY**, Bate, T.H. & Co. of New York, NY was a manufacturer from 1853 to 1875 New York City fishing tackle retailer. The company was formed by Thomas and James Bate of Redditch, England in the 1820s. Thomas Bate immigrated to the U.S. in 1828, where he was involved in the sales of hooks only. In the 1850s the company became an importer and retailer of all kinds of fishing tackle. The company evolved into William Mills & Son [see entry] in 1873. Mills was the son-in-law of Bate, and had been active in the company for years.

**BENSON-VAILE CO** (Kokomo, IN - 1920) This was the maker of the first Benson Indiana reel. The patent was assigned to Lawrence Benson. Later a patent was assigned to John Bendon (1946) for a variation made by Kaufman Mrg. Co. of Manitowic, Wisconsin. Information from Steve Vernon's *Questions about Antique Fishing Reels* site. Picture contributed by Jim Schottenham. .



**BENJAMIN-SELLER MANUFACTURING COMPANY**, This company received the patent for the Thumbezy Reel.

**BETTS & BODDEUS** 1601 Howard St. Detroit Mich. made a reel called a Smooth Caster No.600 an all aluminum cast reel with a strange spool that has a non moving LW. Most likely post war being that it was made of scrap alloy, with some Chrysler steel bearings!

**BILLINGHURST, WILLIAM**, (1807-1880). Rochester, N.Y. gunsmith who invented and patented a ventilated, horizontal fly reel on August 9, 1859. Check out this site for some great info on the Billinghamurst [www.sidemountreels.com](http://www.sidemountreels.com) Research By Jim Schottenham



**BING,**

**BISHOP,**

**BIVANS, ARNOLD MANUFACTURING**, Los Angeles, California, 1050's. The paperwork says this well made fly reel is the "aristocrat of fly reels." It is unusual because some models have conical-shaped side plates and may have a drag system by which added pressure may be applied by turning the handle back 1/4th turn as a fish makes a strong run. See the owner's manual and picture at: <http://fiberglassflyrodders.com/forum/viewtopic.php?f=4&t=12565>

**BOGAN, STANLEY E.**, a machinist from Nashua, New Hampshire who designed a fly reel for Atlantic salmon fishing. The reels are machined from aluminum and anodized black or gold. Most have a 2:1 retrieve ratio and phosphor bronze brakes. Bogdan reels come in seven sizes.

**BOYER**, (Winona reel maker)

**BRETTON**, a French made spinning reel introduced in 1952. They were imported from Ocean City for a time. The company became Bretton International when they took production to Japan and Taiwan.

**BRISTOL MANUFACTURING COMPANY**, Known first for its metal rods and Kingfisher line, the company entered the top-of-the-line reel industry with the purchase of B.F.Meek & Sons business in 1916. Operations were moved from Louisville, Kentucky, to Bristol, CT, and the reels were made all the way into the 1940's. The Blue Grass line was the mid-grade, and Simplex was their economy grade. Horton also produced an even more economical line of Bristol bait casting and fly reels. In addition to the Meek and Bluegrass line of reels.

**BROOKLINE,**

**BRONSON REEL COMPANY**, For Bronson's and the Bronson trade reels you can go right to this website and see some of the reels Bronson made and read information on them. Bronson was well known to make reels by the thousands. <http://www.bronsonreelphotos.com> Pictured are Bronson trade reels, The one on the left says Tournament Wellworth Casting Reel Star Reel Co., same as a Bronson Lyon No.1800 made of their Duraluminum. Next is

"Defiance" another that is the same as the Bronson Biltwell No.2800, and another Biltwell similar reel with a bakelite head plate! There aer stories out there that these are "rats," Star spelled backwards. R.E. Buccaneer and Green Hornet photo's courtesy of Jim Madden.







**BUNYAN, PAUL**, Bait Co. Miniapolis, Minn. They made and sold fishing tackle. Bronson made them two 100 yd. casting reels, one a No.66 and a No.100, not to common, always desired. To view these reels look in this site and look under Bronson Made Trade Reels, <http://www.bronsonreelphotos.com/>

#### **BURLINGTON METAL PRODUCTS,**

**Carpone and Pons Co. (C.A.P)** Herb Butler from Spokane, Washington, was a maker of a multiplying fly reel called the "Fish" Fly Reel. C.A.P. Carpano and Pons Co., France, 1937-1950s. Manufactured popular spinning reels. Manufacturer of reels with the C.A.P. logo, as well as the popular Mitchell spinning reels.

Herb Butler loved to fish. He grew up tying flies for spending money before he was thirteen. At that age he went to work repairing reels and wrapping rods. By 21 he was working as a tool and die maker and going to law school at night. He managed to squeeze some fly fishing into that busy schedule whenever he had a spare moment.

Butler went to work as a design engineer for several major lighting companies and was able to travel throughout the United States and his fly rod accompanied him on his journeys. After several years of working for other companies he started his own lighting manufacturing firm and then had a bit more time for his major interest in life- fishing.

In the (late 1960s???) Butler sold his company and set off on a journey that took him to the United Kingdom, most of Europe, Africa, Australia, and South America - fishing all the way. A variety of fresh and salt water species succumbed to Herb's offerings, from Lapland rainbow trout to Nile Perch. The largest fish taken was a 212 pound Striped Marlin. All were caught on his fly rod.(1)

The Herb Butler "Fish" fly reel has several unusual features. Most noticeable is the unbalanced crank set at the six o'clock position. The crank is located in this position because the reel is geared to a two to one retrieve. This handle also contains a drag assembly and click mechanism. Also unique to a fly reel of the period is that the reel was also intended to be used for trolling. It was common for fly reels of the late 1800s and early 1900s to be used in this fashion, but most 20th century reels were quite specialized.

The "Fish" reel housing is made from aluminum, and has nylon gearing. The crank side, or head plate is solid, with the foot, pillars, and tailplate ring permanently attached. The plate is 3¾ inches in diameter, and the spool is 1 inch wide. The headplate is brightly polished and gives the reel a very handsome look. You could have your name, or a personalized message,

engraved on the faceplate for no cost. This polished headplate apparently was not appealing to all fishermen for the reel has also been found in a subtle blued finish.

The "Fish" reel crank, however, can hardly be called *stylish*. It is strictly utilitarian. The crank knob is aluminum and cone shaped. The reel would have had a more attractive appearance with a shaped knob made of plastic, or anodized aluminum.

The interior of the reel is quite simple, with the gears being the only moving parts. The drive gear is located on a stud cast into the inside of the faceplate. There is an extra stud cast for conversion to left hand use. The reel was not capable of conversion from right to left hand use, however, without changes in the handle assembly. An angler who preferred to reel with his left hand had to purchase a left hand retrieve reel from Butler for \$5.00 additional cost.

The reel was sold with two spools, which were available in aluminum or nylon during different periods of production. The anodized black spool in the polished bright frame was quite attractive.

As mentioned previously, the heart of the reel was the crank. Under the cone shaped crank nut is a coil spring and two washers. One washer is made of thin neoprene and is flat. The other is serrated on one side and made of metal. There are matching serrations milled into the crank handle. The drag is adjustable to any of four different types of drag settings, from very light to heavy, by placement of the washers. Complete instructions for these settings came in the reel brochure. Tightening the nut against the spring refined the adjustment within each washer setting.

A smaller cone shaped button is located alongside the crank nut. This one controls the click and anti-reverse. This button is attached to a spring laden pin that rides in a milled out portion of the face plate. When the crank is turned for the retrieve, the pin provides a slow click .. click, similar to that of the Pflueger Medalist, which was the aim of Butler according to his brochures. When reeled backward, the pin comes against the stops and provides an anti-reverse. This function can be deactivated by lifting the click button and giving it a quarter turn.

Herb Butler's "Fish" reel came with one extra spool, and additional spools were available for \$2.00 each. The spool would hold 50 yards of backing behind any fly line. The brochure stated that the reel would hold 100 yards of 18 pound test lead core line, and/or 300 yards of braided Dacron line, if you intended to use the reel for trolling.

An undated brochure lists the reel at \$25.00 including shipping direct from the factory. A dealer price sheet dated January 3, 1979 states that "our planned retail price for the coming year is \$30.00 for the Right Hand reel and \$35.00 the Left Hand version." The reel was available to dealers for \$20.00 with an order of ten reels; \$15 each in quantities of 50; or \$12.50 each if you ordered 100 reels.

Butler also offered his concept to other manufacturers, stating "other manufacturers may incorporate this designs and engineering advances in their product for a very nominal royalty. The royalty for copying the design and/or engineering is 2%. The royalty paid to Herb Butler Engineering will be used to improve fishing in those various parts of the country where the reels are sold". Apparently this offer was not accepted by any other manufacturers, for we are unaware of any other reels of similar design.

Two brochures list different addresses for Herb Butler Engineering. One shows the address to be W. 821½ Riverside Avenue, and the other lists S. 2112 Manito Blvd. Both addresses were in Spokane, Washington. The former address was a shop where the reels were manufactured, and the later address was apparently his residence at the time. The Herb Butler "Fish" reel was only manufactured for a few years and no references to the reel are found in the 1980s.

Herb Butler believed in his reel. Each one carried a printed guarantee - I guarantee the "Fish" Fly Reel for as long as I live. If you are not satisfied regardless of reason - return the reel and I will refund your money in full. Yours for good fishing, Herb Butler. [By Phil White.](#)

**BUTLER, HERB ENGINEERING**, (Spokane, Washington) This was a short-lived run of a unique fly reel developed by Mr. Butler in the 1970's. The reel has an offset handle with the click actually mounted on the crank itself and a star type drag underneath. It came with two spools and it had a "free wheeling" capacity for paying out line. The spools may be found in black or white, and a version is seen in natural aluminum while another seems blued in color. (For more information, see Hal Schlegel's article in the Winter, 1998 back issue of ORCA's Reel News.

**CARGEM**, Gemonio, Italy, 1950s-1960s. Manufacturer of quality spinning reels, with the ultra light Mignon reel being a rival of the better known Alcedo Micron. As early as 1895, a Meccanica di Precisione Company was founded in Germanio. Although a manufacturer of parts unrelated to reels for years, in the late 1930's they would make the Cigno, their first open faced spinning reel. It wasn't until 1946 when the name was changed to CarGem referring to the of Carevalli (the founder) and Gemonio (the town). Later, Mr. Carevelli's son Emilio would take over the company until the end in 1984. Other reel names were Pesci, Stella, Marvel, Falcon, Lancer, Mignon, Majestic, Super, Mariner, Sea, Stealhead, Silverfish, Junior, Empereur, and Mistral. (Information courtesy of Ben Wright)

**CARLTON REELS**, CARLTON REELS. Carlton Manufacturing Co., Rochester, New York, 1903-1908. The Carlton Manufacturing Company was founded by Harvey Carlton in 1903. The reels produced by Carlton were very innovative and mostly original in design. Some aspects of his fly reels seem to be borrowed from other successful designs. The 9X multiplier was patented by Carlton on October 27, 1903, along with an extendible crank handle. In 1905 Carlton patented a free spool clutch and a rim mounted drag and click, operated by sliding plates on the tailplate rim. In 1908 the Carlton Manufacturing Company was reorganized as the Rochester Reel Company. A year later, Carlton sold the business to Herbert Frost, and some reels have the Frost address stamped on the plate. He went on to open commercial garages completely apart from the fishing industry. He died in 1924. His reels show many variations, a sign of constant experimentation. He had a horizontal bass automatic and a smaller vertical trout automatic. Also made was a vericle and horizontal skeleton style fly reel. Some of his notable baitcasters were the Four, Nine, Superior, and Professional. For detailed information on the reels see ORCA back issue of Reel News, Fall and Winter of 1998, Spring and Summer of 1999. Picture is courtesy J.S and Lang's



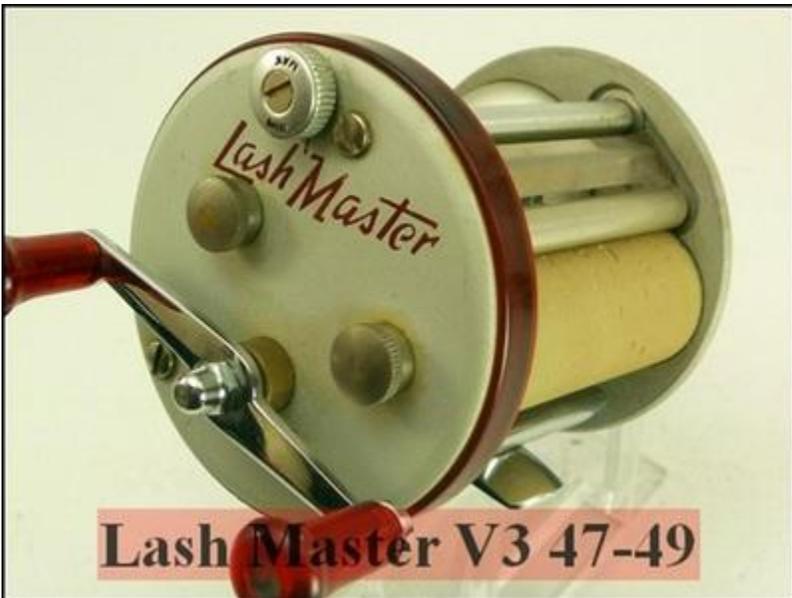
**CASTMASTER FISHING REEL CORPORATION** - Sometimes a reel becomes more famous than the company that makes it. The Lash Master, like other unusual-looking reels, is certainly one of those. It was another attempt to develop a reel that would not backlash. The company was incorporated on January 27, 1947, by the two shareholders named Willie R. Crawford and Jasper R. Dell Hull (R.D. Hull). There were five versions of this anti-backlash reel. The first version was "The Texan" pictured below. The second version was called the King Caster, but R.D. Hull did not like the name, so it was abruptly changed to Lash Master. There were three

version of the Lash Master, but all of them had two fatal flaws: they were very noisy and would only cast about twenty feet. On top of that, when the reel was taken to a Chicago sports show, it was discovered that another company had already patented and produced a similar reel which did perform with out the Lash Master flaws. So, the Lash Master never fully went to market and went out of business in a few years. However, R.D. Hull was not to be discouraged. He soon took his backlash-free enthusiasm and ideas to a company where he eventually perfected the first closed face spincast reel. That company would be known as Zebco, and their spincaster was the mighty #33. (Thanks go to Danny Wolf and Dick Braun for offering information. Pictures are courtesy of Danny Wolf.)





**Lash Master V2 47-49 King C**



**Lash Master V3 47-49**



**Lash Master V4 47-49**



**CENATAURE**, "The French Water Pipes Company" of Paris, France made spinning reels from 1947-1971. The Pacific is a well-known model name from the company. The reel was imported by Booth Export and Imports of California. For more information, see Ben Wright's *Spinning Reel Reference*.

**CHAMBERLIN CARTRIDGE & TARGET REEL Co.** was a mfg. located in Cleveland, Ohio, with a patent date stamped on the reel of May 19, '03. The first models had an anti-backlash bar and a thumb activated free spool bar. The spools were bakelite, and a quick take-down feature was present. (Pictures and information courtesy of Ron Gast). For detailed information see: <http://luresnreels.com/chamb.html>

**CHAMPION SPORTS EQUIPMENT** - (1031 Tharpe St, Chicago 22) This company was the maker of Fly Champ fly reel. The aluminum reel was available in black or green and sported a manual retrieve "trigger" that allowed you to work the fly in with one finger. The trigger folds out of the way for storage. (Information from box papers.)

**CHAPMAN & SON,**

**CHUBB, THOMAS H. CO.** Post Falls, Vermont, 1869-1991. Thomas Chubb endured several disastrous fires and sold out to Montague Rod Co. in 1891. Montague rebuilt the factory and continued production under the Chubb name and logo into the 1920s. Most famous as a mass manufacturer of bamboo rods, Chubb produced a number of unmarked fly reels, or reels marked with retailer names. However, the Thomas Chubb Co. did produce one notable reel in the Henshall-Van Antwerp reel. This reel was produced in three versions in the 1880s and 1890s. This reel is highly collectible and commands a premium price. [see also Henshall - Van Antwerp Reel].



**CLARK, HORROCKS & CO.,** (See Horrocks-Ibbotson)

**CLARKSON COMPANY,** Belmont, California was the maker of the Casteley reel. It was a NLW 150 yd. black anodized aluminum reel.

**CLINTON** manufactured by Charles M. Clinton [1834-1909] in Ithaca, New York. The horizontal Clinton fly reel was patented on October 29, 1889. It is an obvious metal copy of the Fowler hard rubber "Gem" The Clinton reel was manufactured in both German silver and aluminum. This reel lasted until the early 1900s before taking its place as one of the sought after collectibles. The reel is rare. J.S.



**COATES,** this reel was manufactured by Abraham Coates of Watertown, New York. On March 20, 1888 Coates received a patent for a rod and reel combination and another one for the reel alone. The reel is a small, horizontal fly reel. It has a crank that can be attached either to the

spool axle as a normal single action reel, or can be moved to attach to a gear stem that make the reel a multiplier. This unique reel has a great deal of eye appeal, and is thus in demand. It is made of nickel plated brass. (Information courtesy of Jim Schottenham)



**COLGROVE TACKLE CO.** (Vancouver, Washington). The company made an unusual pop-up side cast reel manufactured in the early 1950s. Bob Colgrove of Vancouver made his first prototype of the Colgrove reel in the late 1940's by converting a Keen Kaster reel into a pivoting spinning reel. After much experimentation the reel evolved into one similar to that shown to below. The reel was patented and the Colgrove became a favorite of Northwest steelhead fishermen. After Colgrove's death in 1983 the patent and production rights were sold to Bob Rudd of Reeder Rods, the boxes are found marked Northwest Cast Metal Products of Portland, OR. and Colgrove Reel of Beaverton, OR. **By Phil White.**



**COMPAC**, a Japanese Co. not really sure on these, Japan had a few major reels makers, some others are Roddy and Olympic.

**CONROY** - John Conroy was working as a machinist on Fulton St., NYC, at least as early as 1830 (the date claimed as his company's founding), and possibly as early as 1824. He was making reels by the late 1830s (roughly the same time as the Meeks began to make reels). The early reels were marked "J. Conroy/Maker."

John C. Conroy joined the firm in the late 1830s, and the company was renamed "**J. & J.C. Conroy**" about 1843. The reel markings were changed to "Conroys/Makers."

The founder retired, and J. & J.C. Conroy was dissolved in 1864. A new partnership of J.C. Conroy, Thomas Bissett, and Francis Allen was organized and named “**J.C. Conroy & Co.**” Their reels were marked with the company name.

In 1875, a new partnership consisting of Bissett, Frederick Malleson, and Thomas J. Conroy was formed and named “**Conroy, Bissett & Malleson,**” and their reels were so marked. Malleson left the firm in 1881, and the name was changed to “**Conroy & Bissett.**”

The company was renamed “**Thomas J. Conroy**” in 1883. By this time, it had become a general sporting-goods store, and probably was no longer manufacturing its own reels, though it continued close business associations with Malleson, who was making reels on his own. (Timeline provided by Steve Vernon.)

## **COSGROVE TACKLE COMPANY,**

**COXE, J.A.,** There are two facets to J. A. Coxe Reels. First was the wonderful hand made big game reels manufactured by Coxe in his California workshop, and second were those mass produced reels manufactured by Bronson Reel Co. of Bronson, Michigan. Who bought out J.A. Coxe. Bronson needed a salt water designer to help them get into the SW reel market. They were 10years behind in this market. Companies like Ocean City and Pflueger were way ahead of Bronson. Joseph A. Coxe stayed on with Bronson for years designing some of the best salt and fresh water reels ever made. Check out this website <http://www.BronsonReelPhotos.com> to see some of the J. A. Coxe and Bronson made J.A. Coxe reels. R.E.

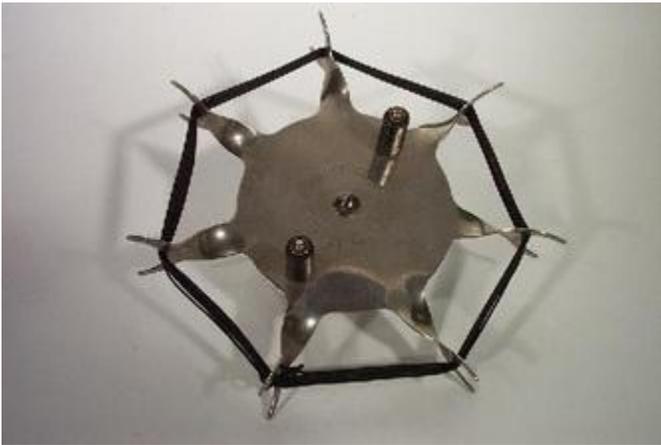
**COZZONE CORPORATION,** (John A Cozzone & Co in 1922 and 1923). Newark, NJ. 1924-31. This company mainly manufactured a line of quality salt water reels. However, they also manufactured a quality fly reel. All are sought after by collectors today. The company was owned by John A. Cozzone, a Newark machinist and friend of the Meisselbach brothers and Pliny Catucci. John's father came to Newark in 1890 and became a U.S. Citizen. The two-year-old John and his mother would follow a year later. John showed some ability in mechanics and became a machinist. He set up shop in 1917, but none of the products were reels. It wasn't until the early 1920's that John and his friend Pliny Catucci decided to make a go at reels. They created different companies but agreed that Pliny would produce freshwater casting reels while John would try his hand at larger trolling saltwater reels. Surprisingly, fly reels appeared by both companies as well. Here is a great site with pictures and info on the Cozzone's and other brand salt water reels. <http://myfishingreels.weebly.com/cozzone-reels.html> Research by Brian Purrone and Phil White. The picture below is the Cozzone fly reel from the KC Show. The camera flash really brings out the color in the marbled Bakelite. According to Phil White's book, the Ogden St. address was the earliest and the reels were made between 1922 and 1924. Also see more Meisselbach's below! these were some of the most beautiful reels made! For more information on specific reels, see Phil White's article in ORCA's Reel News back issue Winter of 1998.



"Above photos/information was obtained with permission from Ron Gast's website...  
<http://luresnreels.com/horton.html> ."

**CRACK** (France) No fewer than five names would be involved with the manufacture and sales of Crack reels through the years until 1999. The trademark was established in 1967.

**CREEK CHUB BAIT CO.** mostly sold fishing tackle, Creek Chub Wawasee reel. J.S.



**CROOK, J. B. & CO.**, (New York, NY) Jabez B. Crook was an English immigrant who opened a machine shop in the 1830's that would become a part of huge tackle center on Fulton Street before 1900. Eventually, John Conroy would set up a shop virtually next door with names like Thomas Pritchard, J.J. Brown, and Alfred Woodham all selling tackle on the avenue as well. After a partnership in 1940, the company name was changed to **Jabez B. Crook & Co.** As the company expanded James Berry was added in 1846, and master rodbuilder Jerry Falvey came aboard as well in 1848. The company thrived for a time earning several awards for its offerings of fishing tackle. After a line of partners came and went ( some very quickly at times), the company was able to survive (barely at times) all the way to 1920. Relatives of both J.B Crook and James Berry kept the business in the family. It was a great legacy for a small machine shop that opened over eighty years earlier. As for Crook reels, historian Steve Vernon doubts they were made at all in their shop after 1875. Many of the later marked Crook reels have characteristics of other companies. However, Mr. Vernon attests that Jabez Crook deserves the honor of being "one of the earliest identifiable reelmakers in the U.S." When looking closely at Crook reels, there are a number of general identifying features that Mr. Vernon has shared (although there is much more diversity in the earliest reels):

*-He made brass and German silver reels with ball-handles with S cranks.*

*-Most were multpliers, some single-action.*

*-The top surfaces of the curved, cast, one-piece reel feet usually were lower than the flat cross-bridges.*

*-The feet sometimes had arrays of dots underneath.*

*-The nuts securing the pillars to the headplate usually had two flat sides.*

*-The reels usually had a spring brake controlled by a sliding lever that extended through the headcap rim.*

*-The grasps often were unusually long, compared to the grasps used by other contemporary makers.*

*-He produced some German silver quick-takedown reels, and he appears to have experimented with a freespool clutch in at least one of them. -Some of his reels included housings or bridges over the pinions, and these had bearings for the spool journal.*

(The above information is courtesy of Steve Vernon. For pictures and much more information, see Steve's two articles in the January, 2009, issue of the ORCA Reel News magazine.)

**CYCLOID CORPORATION** This company created a 100 yd. casting reel made of aluminum that was considered an odd ball reel! postwar. here is a great example of one like new in the box. Pictures are courtesy of Pat Thoma.





**D.A.M. (QUICK)** Germany, Deutsche Angelgerate Manufaktur, 1875, Berlin Germany. The company was established by brothers Oskar and Fritz Zeigenspeck who opened a hardware store. The company was known for ability to set standards and champion new trends. The site listed here is presented by Roland Lindenbergh from The Netherlands. It is interesting and informative and has links to other foreign reel sites.

<http://home.kpn.nl/roland.lindenbergh/index.html>

See also Merman Versijveren's article in the Reel News, Winter, 1997.

**DEALLY, JAMES & Co.** of Louisville, KY was a mfg. from 1895 to about 1900 Kentucky reels. Pictures and research courtesy of Ron Gast. <http://luresnreels.com/deally.html>  
Kentucky Casting reel, J.S.



**DEWITT,**

**DIAMOND,** (Japan) Spin Master Series sold by US distributor.

**Doperr, Albert Factory / Mecanique Halieutique Co.**(1941-1951) The Doperr reel, patented made in France by a Mr. Dodu, has an Art-Deco style appearance. It is an aluminum bodies spinning reel with artistic ridges on the housing complemented by a fluted knob and graceful anti-reverse trigger. It was made in a plant owned by Albert Dubert in 1946. There are two versions, the second coming ten years after the first. The MH Company, founded by Mr. Dubert, made the second version, and the company was also manufacturing Ru reels. (For pictures of the Doperr, see the Hans Brinkel article in the ORCA *Reel News* back issue March 2001, and/or Wright's Spinning Reference Guide, page 141 for model descriptions.)

**Dreiser, John, Rod/reel Combination.** This patent, number 283084, was granted on August 14, 1883, to John Dreiser of New York. He produced a unique reel built into a rod handle with very ornate nickel plated brass hardware having a floral pattern that accepted the wooden rod handle and fore grip. Dreiser also produced a few other side-mounted reels such as the one patented on April 28, 1903, number 726655. (Photo Courtesy of Lang's Auction.) (Company name)



**DUNCAN BRIGGS**, from Providence, RI, this company made some very beautiful reels, one example is pictured below, its their Ambassador Mod. No.L 322, reel is machined jeweled even on the inner plates. (Trade reels?)



**DUPONT PLASTICS** - makers of the NY-O-LITE reel- These will glow in the dark after being charged up by any light.

**EDWARDS MANUFACTURING COMPANY**, (Chicago) They made aluminum fly reels, #30 and #40 to name a couple. Very inexpensive.

**ELECTRIC REEL COMPANY** The Coit electric reels were made in Mendota, CA in the early 1950's. Dr Todd Larson has a great article about these reels, here is the link , make sure that you scroll all the way down to get all the history.  
<http://fishinghistory.blogspot.com/2010/03/bright-idea-brief-history-of-electric.html> The electric version is the Mod.E a 250 yd. NLW, they came in some great anodized colors, they also made a NLW Mod.C which was not electric. Now all these reels had a different clicker on

them, as soon as you were to push the sliding click button in and then cranked, it would kick out, the clicker pawl was designed that way, that way you would not be able to cast or we should say drop down, while the clicker was on to prevent wear to the pawl. They were designed for bottom fishing! I think that this was a major problem for them, having to send back these reels that the common person thought was broke. If you find one where the clicker works, that means someone has already ruined its originality, by grinding a groove in the clicker pawl. You will find these mostly unused in the box. The author has bought and sold many over the years, sometimes selling for well over a \$100.00 and then sometimes only gathering \$30.00 to \$40.00. You know this hobby is also a form of gambling! The Mod.C is much harder to find than the Mod.E. [By Robert Ellis.](#)

## [ENGINEERED PRODUCTS AND RESEARCH CO](#) (Springfield, MA)

[ENTERPRIZE MANUFACTURING COMPANY](#), this company was the manufacturer of the famous Pflueger, Four Brothers, and Portage lines of fishing reels. Akron, Ohio. It is generally accepted that this famous name in fishing reel manufacturing had its beginnings in 1881 when once grocer, then harness maker, E.F. Pflueger formed a company apparently first named *Enterprise Works*, being so listed in the 1883 Akron Directory. The same year he started his company he purchased the *American Fishhook Company* and subsequently claimed its date of origin, 1864, as that of his own company. He incorporated his business in 1886 as the *Enterprise Manufacturing Company*.

With the exception of a simple wooden device that doubled as a line dryer Mr. Pflueger had patented in 1896, Enterprise did not manufacture reels until at least 1900. The earliest reference to reels offered by them is 1902. Most of those early models bore the Pflueger name which had become trademarked by 1908.

By 1914 reels were offered by Enterprise under three trademarks: Pflueger Bulldog, Four Brothers (named for the four sons of E. F. Pflueger), and Portage, a trademark previously used by one of those brothers, E.A. Pflueger and used by him during a brief period beginning in 1906 when he resigned from Enterprise and formed his own *E.A. Pflueger Company*.

Enterprise remained a leader in reel manufacturing into the 1960s, offering a great variety of models over the years, ranging from tiny fly reels to large saltwater models and including some of the most popular casting reels ever made. In 1965 the company name was changed to *The Pflueger Corporation*. The following year it was purchased by *The Shakespeare Company*. Pflueger reels are still manufactured by the *Pflueger Sporting Goods Division* of Shakespeare. [By Robert Miller.](#)

[EPPINGER, LOU J.](#) Lou was a reel designer, who made his own versions that were mainly a Shakespeare design and known for adding free spool devices to Shakespeare reels mostly, yet advertized that he would install his device on or we should say in other reels of its type! (Move to Distributors)



**Facsoldt, Charles**, moved to Rome, NY from Dresden, Germany in 1845, and then to Albany, NY in 1860, where he set up shop as a watch maker. Known best for his patents involving the intricate workings of fine pocket watches, clocks and microscopes, he earned his reputation as the premier clock maker in New York. It is estimated that production of his watches was limited to between 300 and 400.

Production of his "Patent Applied For" reel is far, far less. His wide spool reel is unique in that it rests on a gear driven level wind housing. It is unclear by the "Pat Apl'd For" marking if this was ever submitted to the patent, as no patent has been found for this mechanism. The first known patent for a level wind device on a reel was granted on Feb. 28, 1860 to Mark S. Palmer of New Bedford, Mass.

Fasoldt's design differed greatly from Palmer's, with an oscillating level wind system that was driven by a gear in the head plate. With an outgoing click that activated a "twitching" head plate mounted indicator, and twist knob drag, this is a marvel of engineering for its time. Photo Courtesy of Lang's Auction (What company sold the reel below?)



**FARLOW, C** (1840 - London) Later changed to C. Farlow & Co.LTD. Pictures and information courtesy of Ron Gast. <http://luresnreels.com/farlow.html>

**FERRIS LINDGREN**, New York reel company, seen mostly green anodized side plates and cast aluminum frame 100 yd. casting reels.

**FEURER BROS.** <http://fishinghistory.blogspot.com/2013/03/a-little-history-of-feurer-brothers.html> (See Todd Larsons Fishing History blog)

**FIHE ENTERPRISES** (1949-1950. Burbank, California) Makers of the "Telecast Side Casting" swiveling, spinning reel that can sit atop or below the rod. Picture and information courtesy of Phil White. The site shows other side casters as well. [http://www.oldreels.com/pivoting\\_reels.htm](http://www.oldreels.com/pivoting_reels.htm)

**FIN-NOR/TYCOON** (Miami) Florida based company known for making high quality SW reels and Big Game reels but also made spinning reels. The spinning reels, designed by Gar Wood Jr., were introduced in 1958 with a die-cast body and crank and a black anodized finish. It had a unique stainless steel fixed-finger automatic line pickup. The cup and spool were gold anodized and made from aluminum bar stock. The early reels came in two sizes, numbers 3 and 4. The Fin-Nor name is thought to have come from a combination of the names Finley and Norwood, the name of their machine shop. Their interest in fly reels became a new interest in 1970, and many high quality reels were made, pretty much taking the place of spinning reels. The company was sold to a Japanese interest in 1993. (information courtesy of Ben Wright). Fin-Nor Double Handled 15/0 reel photo courtesy of Brian Perrone.



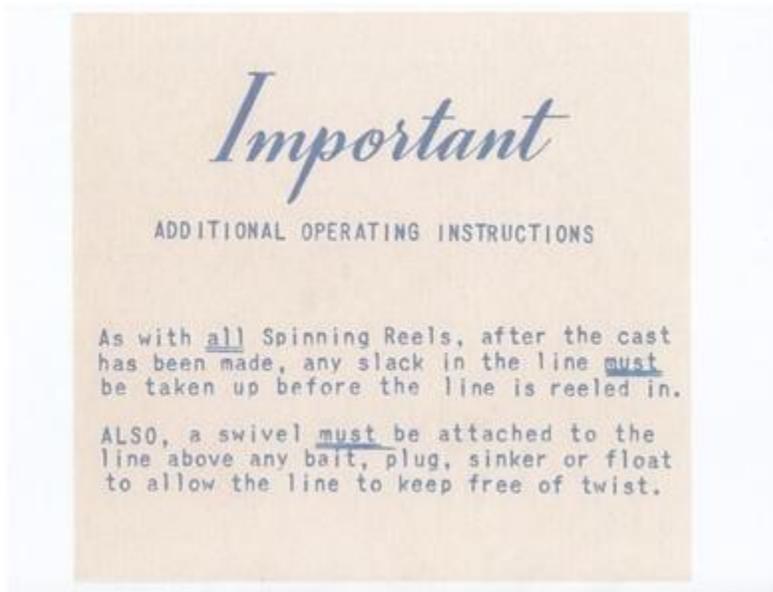
**FIX.**

**FLINT REEL CO.** Maker of C H. Wisner fishing reels, the "Michigan Reels." <http://luresreels.com/flint.html> (Information and pictures courtesy of Ron Gast)

**FLIP IT SPINNING REEL COMPANY** (Muskegan, Michigan) This 4 and 1/2 oz. aluminum reel can stop a lure mid-air by the flip of a bail. It can be made to retrieve left or right-handed. It has a round body and a line guide and looks more like a spincaster with a propeller. (Pictures courtesy of Jon Kring.)







**FLOLINE**, If you looked too quickly at this reel you would swear it was a pencil sharpener. The swiveling reel was made by Lou Meyer Co. of Kenosha, WI. and was sold in the 1940's.

**FOLLETT**, For more pictures courtesy of Jim Schottenham see <http://www.sidemountreels.com/follett.html>



<http://www.sidemountreels.com/follett.html> ,

**FOUR BROTHERS,** (See the Enterprise Manufacturing Co.)

**FOSS, AL FISHING TACKLE** (Cleveland, Ohio), The company, mostly know for its lures and pork rinds, did also sell reels. Al Foss was a dedicated tournament caster who often modified reels from other companies to suit his own purposes. The company went through several buyouts after Mr. Foss's retirement in 1929. To see the timeline of tthe progression of Al Foss Company, American Fork and Hoe, True Temper, American Tackle and Equipment, and Weber, see Joe's site from which this information has come. <http://www.joeyates.com/fosslures.htm>

**FOWLER REEL,** (Also known as the Fowler Gem) Manufactured by Alonzo H. Fowler [1825-1903] from Ithaca, NY. Fowler was an Ithaca New York dentist, and used the molding skills he possessed to create what may Patented on June 18th, 1872, and was soon improved by the addition of a click, as circa 1875 ads show. The reel is found in two sizes, a 40 yard small size and a larger 60 yard model. Because of the extreme frail nature of old hard rubber, few examples of Fowler reels are known, and are considered rare. **Contibuted by Jim Schottenham.**

**FOX, A. H. GUN,** a gun maker from Philadelphia est. 1906, maker of some fine shotguns, who also made or had made some reels, normally there is always one on Ebay for sale, so check there until we can get some pictures here! They always seemed to square off their designs, like a tear drop shaped reel that also has flat areas around it!

**FRANKLIN,**

**FRASER-KILLIAN,** Neo caster reel.

**FULLILOVE, FRANK & Co.** of Owenton, KY was a mfg. from 1903 to ?. Kentucky reels. <http://luresnreels.com/fullil.html> Pictures and information courtesy of Ron Gast.

**GARCIA, CHARLES & CO. (NY)**

**GATES, GEORGE,** clutch trout reel, 1885 pat. German Silver & Hard Rubber construction. There are only 4 known examples of this reel.

**GATEWAY,**

**GAYLE, Geo. W. & Son of Frankfort, KY** were manufacturers from 1848 to 1948

**GENTLEMAN STREAMLINER**, (See Streamliner below)

**GOITE**, makers of some fine Indiana style reels.



**GOOD-ALL MFG. CO.** Good-All reels were introduced in early 1950 and were very similar in design to other “Denver-style” sidewinder spinning reels of the period. These were, however, produced in Ogallala, Nebraska by the Good-All Mfg. Co. Numerous styles, sizes and applications were produced, with at least 10 different models known to exist. The “Good-All Spinning Combination” (a single unit rod & reel combo) was apparently built in very limited numbers and is quite rare today. Like many of the other Denver-style reels, the Good-Alls were gone by the mid 1950’s.

**Research by Mark Williams.**



**GRAHM REEL CO.**, no-Lash Indiana style reel.

**GREAT LAKES PRODUCTS, (Detroit)** reel maker from Lexington, Michigan, made their brand and also many trade reels! Pictured below is a Great Lakes reel that was made for Gambles Auto Supply and branded with their name brand Hiawatha. This style of reel was made in several different colors, we have seen them in green, yellow, red, blue, white and black as seen here. Lakesman was a reel trade name.



**GULF REEL CO., (See Standard Manufacturing Company)**





**GULF REEL COMPANY**

Manufacturers of FISHING REELS  
 1152 CANTON STREET • PHONE GOVARD-386  
 DALLAS 1, TEXAS



ALL BALL-BEARING LEVEL-WINDING CASTING REEL  
*Truly a Fine Achievement*

*Feather Touch*  
 Operation  
 with  
**SEALED POWER UNIT  
 and JOURNALS  
 Removable Bearings**

CAPACITY: 100 Yds., 14 Lb. test line  
 30 Yds., with Arbor  
 WEIGHT: Approximately 7½ Ounces



MODEL 943

*Spin It!*  
 Get that  
**Deep Soft Feel  
 of  
 Smooth Frictionless  
 Sealed Power**

DIMENSIONS:  
 Spool Diameter: 1½ inches  
 Reel Length: 1 23/32 inches

**MODERN STREAMLINE Light Weight of Maximum Size With Maximum Capacity**

A reel developed after several years of experimenting by men with over twenty years of experience repairing fishing reels. A reel developed for production by the very best engineering talent with the assistance of expert fishermen so that proper shape, weight and balance would be assured. No factor has been overlooked in producing a reel that will give a lifetime of service and satisfaction because of strict proper direction.

Gears, Spool Shaft and Level Wind Worm feature an self-lubricating precision ground instrument ball bearings. The bearings and operating mechanism are sealed for protection from sand and grit. All bearings can be replaced without special tools or mechanic's assistance.

The Gulf Ball Bearing reel is made from the highest quality light weight materials, scientifically balanced to meet strict standards thus making possible long service hours of maintenance-free, frictionless casting.

**LUBRICATING INSTRUCTIONS**

IMPORTANT — Before using put one drop of Gulf

**ADJUSTING INFORMATION**

in each and leave sufficient play or looseness in the speed

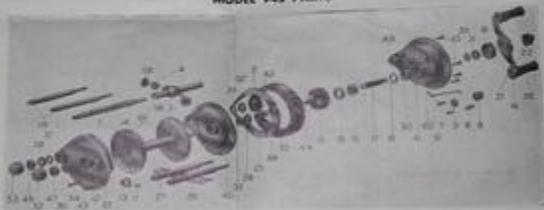
to allow the reel to run on the Level Wind Worm. It is not to be level wind worm so that a slight end movement can be

# GULF REEL COMPANY

Manufacturers of FISHING REELS  
1312 CANTON STREET • PHONE Central-2488  
DALLAS 1, TEXAS



## MODEL 945 PARTS



### ALL BALL-BEARING LEVEL-WINDING CASTING REEL

- |   |   |
|---|---|
| 945-1 Level Wind Worm (Double Thread Shaft) | 945-27 Drive Gear (Solid) Threaded Stationary Sealing Plate         |
| 945-2 Level Wind Flange Gear                | 945-28 Head Plate Level Wind Worm Threaded Stationary Sealing Plate |
| 945-3 Level Wind Line Carriage Assembly     | 945-29 Head Plate Spool Shaft Sealing Plate                         |
| 945-4 Level Wind Pawl                       | 945-30 Tail Plate Spool Shaft Sealing Plate                         |
| 945-5 Brake (Drag) Cam                      | 945-31 Drive Gear (Solid) Sealing Plate                             |
| 945-6 Threaded Worm Shaft                   |   |

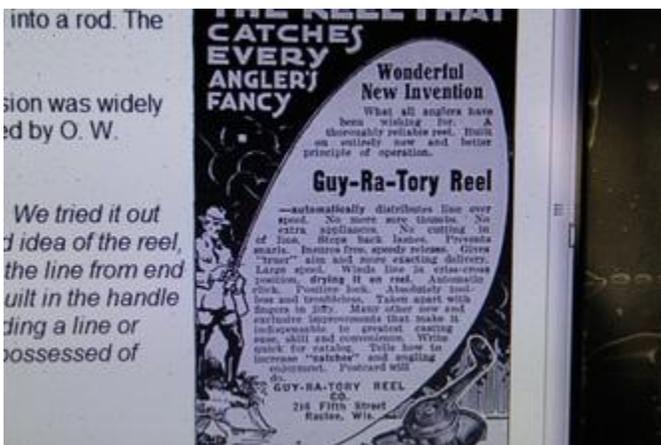




**GYRATORY REEL CO.** This unusual reel was patented and first produced by Henry Crandall of Milwaukee, WI in the early 1900s, The Gyratory reel was patented on 1/7/1908 by Henry F.

Crandall of Milwaukee. This was patent #875,694. It was an odd contraption with an eccentric oscillating spool. The reel was also able to free spool for casting. In 1908 Crandall patented (#892,137) another version of the reel integrated into a rod. The Crandall versions of this unusual reel are very rare.

The reel was apparently revised and renamed c1916-17 by the GUY-RA-TORY REEL CO. of 316 Fifth Street in Racine, Wisconsin. This version was widely advertised in the leading outdoor magazines of the time. An ad from the May 1917 issue of Outers shown below. When the reel was reviewed by O. W. Smith, Fishing Editor of Outdoor Life in the October 1916 issue he commented: "*The gyratory reel was brought to my home by the traveling representative of a certain hardware house, as "special" he was then pushing. We tried it out on the street to the great amusement of a crowd which soon gathered, and they were not all fishermen either. The illustration gives a good idea of the reel, its rather odd name referring to the eccentric action of the spool, wobbling from left to right like the lodge goat with each revolution, laying the line from end to end of the spool. The lever, shown in the illustration, frees the spool from the crankshaft, so it is a free spool. It will be noticed that it is built in the handle of the rod - is a part of the rod. The crank is of a peculiar shape. All in all, I consider it one of the strangest creations ever produced for winding a line or casting. It certainly would handle a line in a manner to surprise the doubting Thomases who saw it perform, but a man would need to be possessed of more than a little courage to take the arrangement out in company on a bass lake.*" This type of review, along with the onset of World War 1, undoubtedly hastened the demise of the Gyratory reel and contributed to its rarity. By Phil White. (For more information, see Reel News back issue Spring 1996.)



**Guy-Ra-Tory Reel**

—automatically distributes line over spool. No more sore thumbs. No extra appliances. No cutting in of line. Stops backlashes. Prevents snarls. Insures free, speedy release. Gives "truer" aim and more exacting delivery. Large spool. Winds line in criss-cross position, **drying it on reel**. Automatic click. Positive lock. Absolutely tool-less and troubleless. Taken apart with fingers in jiffy. Many other new and exclusive improvements that make it indispensable to greatest casting ease, skill and convenience. Write quick for catalog. Tells how to increase "catches" and angling enjoyment. Postcard will do.

**GUY-RA-TORY REEL CO.**  
216 Fifth Street  
Racine, Wis.

position, **drying it on reel**. Automatic click. Positive lock. Absolutely tool-less and troubleless. Taken apart with fingers in jiffy. Many other new and exclusive improvements that make it indispensable to greatest casting ease, skill and convenience. Write quick for catalog. Tells how to increase "catches" and angling enjoyment. Postcard will do.

**GUY-RA-TORY REEL CO.**  
216 Fifth Street  
Racine, Wis.

**No Backlashes  
No Snarls — Line  
Dries While on Reel**

**HARDY** (England) Makers of the famous Hardy Perfect. Visit the Hardy site at the link for company history. <http://fly.hardyfishing.com/en-us/about-us/>

**HARRIS REEL.** Manufactured by William J. Harris [1849-?] of Gloversville, NY. Harris, along with Gloversville jeweler Henry Case, was granted a patent for his unusual built in rod/reel on Sept. 22nd, 1903. Harris, a well known business man, ran a barber shop before changing his listing in the city directory to a Reel Maker in 1904. Listed as a reel maker for 4 short years, it appears the reel was not a big success. No advertising has been found to date for his invention, which indicates sales were by word of mouth only, making the Harris reel a scare and unique item for the reel collector. Information contributed by Jim Schottenham. Picture courtesy of Brian Purrone.



**HASTINGS,**

**HATCH, ANSON,**

**HAWKS & OGILVY** New York, Ball handled reels marked with the company name will be pre-1984.

**HAWTHORNE,**

**HAYWOOD, JAMES** (c. 1776-1829), was a Birmingham brass founder, and is generally acknowledged as one of the few early English reel makers who signed his reels. Haywood's business operated from approximately 1800 to at least 1858 – almost three decades after his death.

In his book "A Treasury of Reels," ORCA member and author Jim Brown writes that Haywood first appears in Chapman's Birmingham Directory in 1800 as a brass founder and manufacturer of brass lamps and chandeliers at Morris' Court, Hill Street. Andrew Race, owner of Reuben Heaton Ltd. in England and an authority on British reels, says Haywood started the foundry business in 1797 at 102 Hill Street, Birmingham.

According to Brown, Haywood "is first mentioned as a fishing reel manufacturer in Wrightson's New Triennial Director of Birmingham (1815), where he is described as a maker of brass fishing reels, ferrules for angle rods, walking sticks, etc. "His last appearance is in Pigot and Co.'s National Commercial Directory for 1828-9 (1829)," Brown writes. Mary Haywood, James's widow, ran the business from 1829 to 1839, after his death. Mary lived from 1763 to 1846.

Haywood reels are found stamped either Haywood Maker or Haywood H [star] R. In most cases the stamping is on the front plate of the reel but in at least one case, included in my exhibit, Haywood Maker is stamped on the rear plate of a large salmon fly reel, photos of which are included with

this article. Reels are generally stamped Birm'm, for Birmingham, England. Although no documents or advertisements have surfaced to clear up the mystery about the H [star] R stamping, both Jim Brown and British fishing tackle historian and author Graham Turner theorize the letters came about when Mary Haywood and William Henry Ryder formed a business partnership. Brown writes, "Ryder appears to be the successor to Haywood. He began operations at the old Haywood address and advertised himself as a reelmaker, remaining in business at least until 1900 (joined by his sons about this time)."

Brown points out problems with that theory about the business relationship. Many of the H [star] R reels do not appear old enough to be products made before Mary Haywood's death in 1846. In his book "Fishing Tackle, A

Collector's Guide," Graham Turner lists the Haywood firm operating from 1801 to 1839. Like Brown, Turner writes that Haywood's business is first listed as operating on High Street, Birmingham but by 1803 he had moved to 71 Hill Street, which is when he was first listed as a reelmaker.

Writes Turner, "He made clamp foot winches in the early years, and later, ones with the modern type straight bar feet. He was one of the few early makers to stamp his name on winches, many of which must have been exported as they often turn up in America. "In 1823 he was trading from No. 102 Hill St. and extended his activities to making brass ferrules and walking sticks."

After James died, Mary ran the business and was listed as a fishing reelmaker at 101 Hill St. By 1839 she was selling reels and brass ferrules

from a new address at Bath Row, Turner writes. She died Sept. 26, 1846, at the age of 83. Graham Turner makes no mention of Ryder or the possible Haywood and Ryder "H [star] R" connection in his book, published in 1989. However, Andrew Race says the H [star] R stamp dates a Haywood reel to between 1855 and 1858 in terms of sale at least.

According to Race, after James died in 1829, Mary continued as the reel maker at the same premises until around 1839 when she moved to 137 Bath Row and again in 1855 to 13 Wrottesley Street, Birmingham. Between 1855 and 1858 William Henry Ryder appears in business with Mary, the company still at the Wrottesley Street premises and now listed as Haywood and Ryder (H & R). By 1862 Ryder is listed as a reel and tackle maker on his own. Ryder continued until 1903 when his sons are also listed as being in the tackle business. [Information Provide by Richard Lodge](#). (For more information, see the July, 2014 issue of ORCA's *Reel News*)

LARGE & MEDIUM Versions are pictured below.





**HARRIS REEL COMPANY** (Gloversville, New York) The company made a rod/reel combination that looked much like the butt of a rod with only a small handle protruding.

**HAYWOOD MANUFACTURING COMPANY** (Makers of the Humphreys stationary spool spinning reel, 1947-1955). Denver reel designer Ira B. Humphreys was issued patent #2,584,020 on Jan.29, 1952 for the Humphreys Model 3A, which had been selling since it was first introduced in 1947. It would be the first in a long line of "Colorado" sidewinder spinning reels produced by a number of Denver-area companies. The Model 3A, along with the larger Model 4A, was actually manufactured by Haywood Mfg. Co. of Denver, a company involved with wholesale sporting goods since 1892. The Humphreys reels were short-lived, victims of the growing spinning reel explosion that offered much more practical (and multiplying) reels of all shapes and sizes. Promoted as a stainless steel (rust-free, for salt water) reel that could be used for "every" kind of fishing, it proved to be 5.too loud and cumbersome for the "ultra-light" craze sweeping the country. Both models were discontinued in 1955. (Research by Mark Williams.)

**HEARD & WILSON,** Vancouver, British Columbia. Made salmon reels with bakelite plates.

**HEDDON,** James Heddon's Sons of Dowagiac, Michigan was one of the most venerable and successful tackle makers in the history of this country. They entered the reel business around 1911, selling at least a partial line of B.F. Meek & Sons casting reels.

The first reels to carry the "Heddon" name were the No.1 and No.2 "HEDDON'S DOWAGIAC" casting reels, supplied from 1912-1914 by A.F. Meisselbach & Bro. of Newark, N.J. The No.1 was identical to Meisselbach's No.580 "Tripart", with the single grip, while the No.2 was the same as the double-gripped No.582 "Tripart".

In 1916 Heddon made a major decision to create their own reel making operation, hiring former B.F. Meek & Sons co-owner William Carter in 1917. He would help design a series of four precision Kentucky-style reels bearing Heddon's name. They were the No.30, No.35, No.40 and No.45, which were only offered from 1918-1919. In 1919 Heddon hired Jack Welch to run the reel department. He had also worked for B.F. Meek & Sons, as well as W.H. Talbot. His collaboration with Heddon over the next 12 years would result in the creation of some of the finest reels ever built. They were the No.3-15 (built from 1920-1927), No.3-24 (1920-1924), No.3-

30 (1920-1924), No.4-15 (1922), No.4-18 (1923-1925), No.3-35 (1922-1926) and the No.3-25 (1926-1930).

Around 1926, Heddon again dabbled with selling reels supplied by other makers. The No.31AB "Waltonian" model would be supplied by Meisselbach-Catucci Mfg. Co., also of Newark, N.J. and the No.3 & 3AB "Indian Chief" models built by the Bronson Reel Co. of Bronson, Mich. These reels were never well-received by fishermen, much less James Heddon's Sons and were discontinued after the 1928 season. It should be noted that two model fly reels, the No.26 "Little Rivers" and the No.125 "Imperial" were also available around this time. The No.26 would be short-lived, but the Imperial would sell for another 25 years. The famous No.105 and No.108 "Winona" trolling reels were also developed during this period, with both selling into the 1960's.

Heddon would sign one of their most important contracts in 1929 with the Shakespeare Company, who would supply Heddon with virtually all their reels continuously until WWII. Among the popular Shakespeare-built Heddon models were the No.4 "Chief Dowagiak", the No.215 "White House Angler" and the No.206 "Lone-Eagle". During the 1930's Heddon also unveiled three models of Automatic fly reels and the No.30 "Great Lakes" trolling reel (which would only last until the war).

After WWII, Heddon would again be supplied by Bronson, this time with the No.P41 "Pal" casting reel, which was offered in several standard and tournament variations. It was a big seller and would be joined in 1952 by the P51 "Dowagiak", which our own Robert Ellis has determined to be a reel outsourced to Japan for manufacture. These were followed in the 1960's by the No.25 and No.26 Heddon Pal "Pro-Weight" casting reels, also built and supplied by Bronson and which have become very sought-after by collectors. Heddon would go on to offer a line of nice quality salt water reels, among them Heritage series in four different models, with most being outsourced to either Japan or Sweden.

Starting with the No.240 and 250 "SpinPal" models in the early 1950's, Heddon would offer a wide range of quality spinning reels for the next couple of decades. They are much too numerous to mention here! ([Research by Mark Williams.](#))

## **HENDRICK, AUGUSTUS D. "Manufacturers of Fishing Reels and Guides"**

Augustus D. Hendrick and his brother, George W. Hendrick, opened Whiting & Hendrick Brothers in 1884 in New Haven, Connecticut, as partners of Henry B. Whiting, an established rod maker. When Whiting left the firm about a year later, it was renamed Hendrick Brothers. "A.D. Hendrick, Manufacturer of Fishing Reels and Guides," carried on alone after George left by 1887. A local businessman, Isaac J. Boothe, acquired the business and moved it to Birmingham by 1890, renaming it Star Reel Works. Hendrick remained an employee there until it was sold around 1898 and moved to Waterbury. He continued to work for his new employers until his death in 1901.

Hendrick specialized in reels made for the mass market, and his products competed with those of Andrew B. Hendryx, the better-known tackle manufacturer in New Haven. His single patented reel even lacked a spool. Its one moving part was a just a rod (arbor) on which the line was wound. Nevertheless, his reels were featured in the catalogs of such giants as Sears, Roebuck Co. and Montgomery Ward & Co.

Although some early Hendrick reels were marked "Whiting & Hendrick Bros.," most of the reels made after Whiting left were probably unmarked. However, some or all had arrow-shaped levers on the tailplate to operate the click and brake. Soon after his brother left the partnership, Hendrick created the Mascot brand for his fishing reels. The name was trademarked by Isaac Boothe, but not until 1890.

Hendrick and his two sons were employed by Boothe at his Star Reel Works in Birmingham. Charles F. Loomis, a machinist at a nearby shop, patented a reel with a perforated, well-ventilated spool in 1890. In 1892, Hendrick received his only patent for what may qualify as the

cheapest reel ever made in a factory. Star Reel Works manufactured reels employing both patents, a line of "Mascot" reels, and a variety of other reels. The company advertised regularly in national sporting magazines. See also Star Works Company. (Information from *Fishing Collectibles Magazine*, Vol. 4, No. 2, Fall, 1992, pp. 4-13) Courtesy of Steve Vernon

**HENDRYX, ANDREW B. CO.** was founded to manufacture bird cages in 1875. Hendryx reels first appeared on the scene in 1887, and they were to remain one of the largest manufacturers of fishing reels and metal baits, in the U.S. until October 1919, when the company was sold to the Winchester Repeating Arms Co. (add link here!) MORE Hendryx produced tremendous number of reels in a great many models. In 1900 Hendryx advertised that they had produced 2 million reels in only 13 years of production. That's gettin' with it! The majority of Hendryx reels were inexpensive models, however some of their reels were of high quality construction, and/or limited production and that makes these models valuable. Reels to look for are: the horizontal bird cage fly reel that is a near duplicate of the Follette, the Virginia automatic reel, the Kettletown, the ring clamp reels, and the early pull pin drag reels. There are quite a few "generic" Hendryx reels out there, but most of them were probably manufactured by Winchester. The only "known" generic name used by Hendryx was the "Sterling" brand, with and without a pound sign. by Don C.

**HERMOS,**

**HOLDEN,**

**HOLIDAY,**

**HOLMES, L. W.** L.W. Holmes fishing reels. Holmes was a reel-maker in Oronoque, Conn., from after WWII to the early 1950s. His reels are well machined but were designed to fit into the mid range niche of the market. Leslie W. Holmes, according to the city directory, was listed as a reel maker in 1945. He made 4 models or reels, with variations in most of the models. There was one non-level wind casting reel that had a sandblasted aluminum frame and may have been the best made of the lot. The reels were sold by Abercrombie & Fitch for a time, but the company's demise came about by Hardys patent infringement lawsuits. Evidently, the reels resembled some of Hardy's designs. Also, the post-war competition in the mid range was considerable. Although it appears the reels were made for five years, they are awfully hard to find. (For more information on the reels and the company see the *Reel News* back issue, Fall, 1999, by Richard Lodge.)

Pictures below, courtesy of Wayne Benson.



## **HOLZMANN, EARNEST,**

**HORROCKS & IBBOTSON Co.** (Utica, NY) was a manufacturer, well known for buying out other reel makers to expand their business. For example, in 1910, the purchased Yawman & Erbe rights to the automatic fly reel business. Known for the "HI" label, the company was first recognized for its prolific rodmaking. The company actually began as the **George A Clark Company** in 1880, then **Clark & Horrocks** in 1891. They didn't add the fishing tackle line, however, until 1863. It wasn't until 1909 that it became the official Horrocks-Ibbotson Company. They built their factory in Utica in 1905.

**HORTON MANUFACTURING COMPANY**, Bristol, Connecticut, (18001- 1951) Bristol fishing rods and Bristol fishing reels were created by the Horton Manufacturing company in Bristol Connecticut. Bristol was one of the first companies that created a telescopic steel rod and created many different trusted rods and reels throughout the early 1900's and late 1800's. Some of the first Bristol fishing rods and first Bristol fishing reels were created around the 1880's and they continued to be popular enough to receive praise and be listed in magazines for as long as the 1930's. Today Bristol rods and Bristol reels continue to be a popular collector's item, even Bristol advertising continues to be a good item for collectors and

antique experts worldwide. Horton did special order machinery for clockwork companies and others, but the mainstay was the rod production for the first thirty years. It was 1916 when the company seriously entered the reel industry by acquiring B. F. Meek and Sons. That pairing essentially put the best rod company together with arguably the best reel company of the times. The Blue Grass reels were soon produced in Bristol. Notable reels were numbered at first from 4-5 and 7 also. Later the lower cost Simplex reels came along numbered 25, 33, and 34. Two fly reels arrived in the 20's and 30's, numbers 54 and 55. A #10 soon came along with a screwed-on level wind, and tournament reels based on the #3 appeared. Horton designed its own reels in 1935 with a Bristol series, numbers 77 and 88 and soon the fancier #30. The Bristol #65 single action fly reel would be the last to be made before WWII. Like other companies after the war, the wind was out of the sails, and all the pre-war reels were dropped. An Electromatic reel was made in 1948, but the company was forced to sell out in 1951 after 70 years. Photos/information was obtained from Ron Gast's website page <http://luresnreels.com/horton.html> (Courtesy of Ron Gast) Also, an interesting product of Horton was the Edsall/Bristol combination reel and handle. Horton Manufacturing Company purchased a patent in 1901 from Seely Edsall who found a way to attach a standard as a part of a rod handle without a reel foot. Horton improved the Edsall model by using their Bristol rod and a contracted Montague reel. The reel was screwed into the butt section of the rod with brackets. For more information, see ORCA Reel News back issue, Fall of 1997 and Spring of 2000. Photo courtesy of Jim Madden



**HUMPAL**, The Humpal Reel Co. was another in a long line of “Colorado”-style (sidewinder-spinning) reel manufacturers that produced reels after WWII. Located in Boulder, they introduced their first Humpal stainless steel reels in 1952, a Model 33 and a Model 66. The Model 33 was a direct-drive version and the Model 66 a geared drive reel with a finger brake. They also produced a “trade” reel for the Weber Lifelike Fly Co. of Wisconsin called the “Spinn-X”. It was basically the same as the Humpal reel, except chrome-plated. Like virtually all other Colorado-style reel makers, with the exception of the Wright & McGill Co., they were gone by the mid 1950's. [Research by Mark Williams.](#)

**HUMPHREY'S**, Denver reel designer Ira B. Humphreys was issued patent #2,584,020 on Jan.29, 1952 for the Humphreys Model 3A, which had been selling since it was first introduced in 1947. It would be the first in a long line of “Colorado” sidewinder spinning reels produced by a number of Denver-area companies. The Model 3A, along with the larger Model 4A, was actually manufactured by Haywood Mfg. Co. of Denver, a company involved with wholesale sporting goods since 1892. The Humphreys reels were short-lived, victims of the growing spinning reel explosion that offered much more practical (and multiplying) reels of all shapes and sizes. Promoted as a stainless steel (rust-free, for salt water) reel that could be used for “every” kind of fishing, it proved to be 5.too loud and cumbersome for the “ultra-light” craze

sweeping the country. Both models were discontinued in 1955. [Research by Mark Williams.](#) (Move to Haywood Mrg. Co.?)



**HURD LOCK & MANUFACTURING CO.** Their rod and reel combination manufactured in the late 1940s was made by Hurd Lock & Manufacturing Co., of Detroit, Michigan. The Hurd Caster was the inexpensive version of the Super Caster. It featured a plastic grip rather than a checkered walnut grip. The Caster retailed for \$27.50, compared to the \$45.00 for the Super Caster. The Hurd Combos just came at the wrong time. After World War II, spin fishing swept the country, and many bait casting outfits were hung in the garage for the next 20 years. The Hurd Super Caster died a slow death due to the fixed spool reel revolution.

**I-DA-HO,**

**ILLINGWORTH,**

**INGLIS, JOHN- SHAKESPEARE,** Inglis Reels of Canada: As with most reel companies of pre-world war era, John Inglis was one of the largest suppliers of war ordinance of the British Empire making ship engines and Bren machine guns just to name a few. Sales of the reels started prior to the war, but do to all the hostilities before the war, no contracts were signed until later. After WW2 they started making household goods including sporting goods and around 1947 they signed an agreement with Shakespeare to start producing reels and lures. With the precision machinery that they were already experts at using, they were quickly able to copy and produce most of the existing lineup of Shakespeare reels to the exact specifications and tolerances of Shakespeare. 6 models and a few rods and some line were the 1st. to be added to the lineup and later models were added over the years. The boxes were and exact match to the Shakespeare boxes and along with the famous Shakespeare logo. Inglis proudly stamped every box and reel with their famous Inglis logo and stamped Made In

Canada. Reels were made right into the 1960s and production was stopped to concentrate on making large appliances. Today Inglis is owned by Whirlpool and manufacture large appliances for the Canadian and USA markets, yet there reels still exist thanks to the high quality of their craftsmanship. [Research and pictures are courtesy of ORCA member Tony Malatesta.](#)

Pictured below from left to right are John Inglis Shakespeare reels, first is a boxed Criterion No.1960 Mod.GE (1946), a boxed Ultra 1984 Mod.GE (1946), a boxed shallow water diver lure, a Wondereel No.1922 Mod.GE (1946).

You may click on the pictures to enlarge.



First shown below is a Triumph No.1958 Mod,GK 1941, a Ultra No.1984 Mod.GE 1941, a True Blue No.1956 Mod.FK 1951, a Ultra Wondereel No.1985 Mod.GE 1946, a Deluxe Supereel No.1985Mod.GE 1946, a Ultra Supereel No.1985 Mod. GE 1946, a Light Supereel No.1921 Mod.FK 1951, and a Royal Supereel No.1985A Mod.FK 1951.









<http://www.johnsonreels-online.org/index.phpJOHNSON>, click on this link by Dick Braun (The Zebco Guy) for his article on the Johnson Demonstrator reels  
<http://fishinghistory.blogspot.com/2010/08/johnson-reels-marketing-genus-by-dick.html> in Dr. Todd's Blog Spot. Research by Dick Braun.

Here is another Johnson article by Dan Uchity

The Johnson 100B was first seen in catalogs in 1963, so to answer your question, the first 100B's were made as early as 1962. They continued on until 1979 in catalogs by the Johnson Reel Co. They were made in various shades of green and also a Century 100B Princess was made in Pink for the ladies. Prior to the 100B's they were called 100A's and Prior to this just Johnson Century 100's. 1955 was the year of introduction of the Johnson 100. discontinued by 1979. After a hiatus of several years a 40th year Anniversary issue was provided for 1995. Production probably began in about '93' for this 100B issue. This one was a dark green issue. From about '95-'97, a lighter green 40th Anniversary issue was also issued. This green was a close match to the old original Johnson Century's.

Also at this time was introduced the Johnson Century 100B Deluxe in a silver color. This version sported ball bearings and 2 pickup pins and infinite anti-reverse features. For more information, see the Johnson reel collector's site. <http://www.johnsonreels-online.org/index.php>

All the reels spoken of above were manufactured in the USA. It appears the USA manufacturing ended in 1997. After this the 100B's were manufactured in China until sometime around 2000. Two 45th Anniversary versions were issued then. One was a dark green and the other was a gray color. Also, a silver 100B Deluxe version was also made there. The finish was not as nice on this one as on the American made versions. It appears that no more of these fine reels are made in 2010. It will be interesting to see if they are ever manufactured again.

An interesting piece of info for those who are into collecting these reels: The Century 100 reels from near the beginning to end of production

were also made for other companies who used their own Brand name on them. The color range goes from one that is tri-colored in black, tan and yellow, and color spectrums consisting of red, various shades of green, pink, gray, silver, copper, brass and gold. Dan

To some of your other questions: The Johnson Century can be found with names like Shy Poke, Ward's, Ace, Hawthorne (another name used by Ward's), Cook's Premier, Revelation (Western Auto product) and Johnson, of course. I may be forgetting some others.

The Citation is a larger version of the Century with a larger line capacity. Besides Johnson, there is a version made by Johnson for the St. Croix rod company. It is a copper color. There

may be other brand names on the Citation model, but I am not familiar with them. Altogether, over the years, I know of about 60 or so variations of the Century reels. They sit on my shelves.

The Pink Princess reels were not anodized and neither were the Shy Poke reels. I think the rest of the models were anodized. Research by Dan Uchity. What follows are reel names and dates from the catalogs as posted on Reel Talk, Jan 2, 2016:

Sidewinder 10 1949 10A 1950 20 1951 40 1951 40A 1952 60 1952 80 1953 22 1954 44 1954  
Century 100 1955-1956 100A 1957-1962 100B 1963-1979 115 1981-1982 135 1981-1982 225  
1983-1988 100B Dix 1995-1999 2000 1994-1999  
Century Light 105 1982 125 1983-1988  
Century Pro 345 1982-1984  
Century II 101 1979 111 1979  
Chairman 820 1979-1981 830 1979-1981 840 1979-1981 850 1979-1981  
Challenger 730 1979-1980 740 1979-1980 750 1979-1980  
Charter 620 1979-1981 630 1979-1981 640 1979-1981 650 1979-1981  
Charger 530 1979-1980 540 1979-1980 550 1979-1980 620 1979-1980  
Seville 170 1979=1980  
Chevron 35 1979-1983 ?135 1979-1983 ?230 1979-1983 ?  
Citation 110 1956-1957 110A 1958-1962 110B 1963-1979  
Citation II 111 1979 Commander 150 1969-1971 150A 1972-1976  
Skipper 125 1971-1978  
Crappie Pro 230 1987-1992  
Country Mile 6 1988-1994 10 1988-1994 15 1988-1994 20 1988-1994  
Magnetic Fly Reel 5 1958-1965 3 1962-1971  
Single Action Fly 7 1965-1971 9 1965-1971  
Scout 145 1979 95 1981  
Sprite 200 1978-1979  
Spirit 85 1981 90 1979-1980 111 1983-?  
Cisco 65 1981 127 1979-1980  
Strike 415 1981 435 1981  
Force 315 1981 335 1981 320 1982 340 1982 525 1983-1988  
Sprint 205 1981-1982 215 1981-1982 235 1981-1982 445 1983-1988  
Champ 430 1979-1981

### [Research by Dan Uchity.](#)

**KALAMAZOO REEL CO.**, from Kalamazoo, Mich. a company formed by the Shakespeare Reel Company to make reels possibly to keep up with demand at the time. These prewar Kalamazoo reels came in many different versions. Some came with either removable jeweled ends caps or fixed. They made more colored crank knobs of all reel makers as you can see in the pictures below. For comparison the one crank handle standing up is a Shakespeare. Some came as take a parts, having the coin screws for easy access using a dime or penny to take them apart!

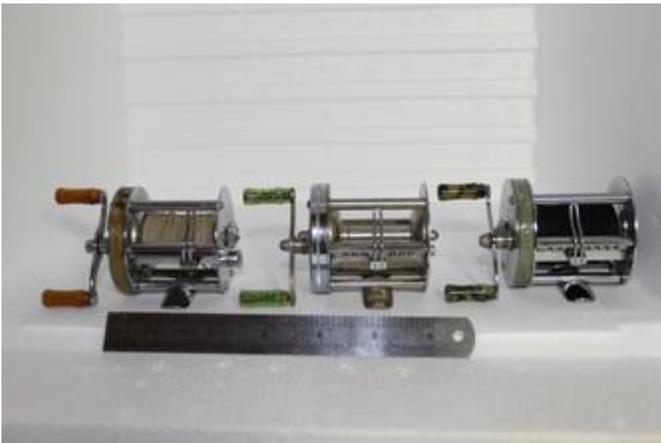
The painted black and silver cans are for Kalamazoo's factory standard reels, any can with a paper label is a trade reel and normally worth more! The Deschutes is for the Deschutes River on the California/Oregon border The Portland can only popped up on ebay last year and sold for \$250.00 Two months later it was relisted at a Buy it Now for \$20.00? In 1940 Kalamazoo and Shakespeare came out with the bell shaped crank knobs and post war no more reel cans! The ornate reel in picture No.9 does not have any markings on it and has hexagon jeweled end caps, it is the only one that has these end caps, I have seen several over the years. I set it next to a can I found by itself with no label, like to find the original can!

The Cast Pal No.35 reel w/can that just sold on the Bay for \$210.00, Pictures are courtesy of Tony Laws from Northport, AL R.E.







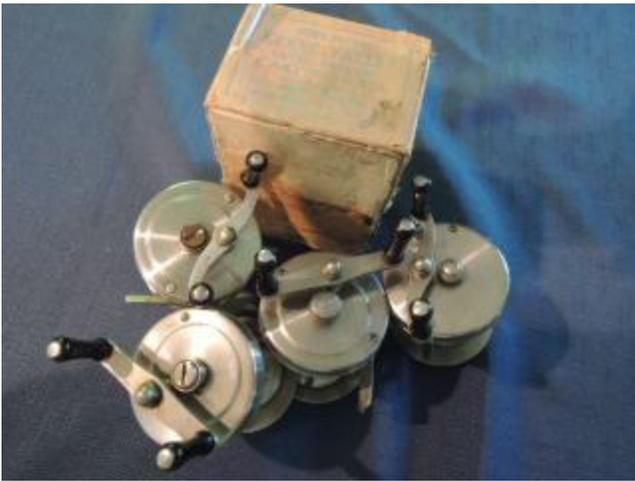




**KASSCHAU, HENRY**, New York, NY. (2244 Second Avenue). c early 1880s. Henry Kasschau patented and marketed a "Hand Fishing Reel" tha was a ree/rod combination made of wood that came in three sizes. Also offered was a single action trolling reel with the foot formed at an odd angle designed to retrieve line more in line with the rod to reduce line stress. (For more information, see ORCA's Reel News back issue Summer of 2000, an article by Steve Tillisch)

**KEENE VALLEY ENGINEERING**, Keene Valley, NY perhaps not an outstanding reel in most people's opinion, but a reel that is getting to be scarce as hen's teeth. The Keene Valley Engineering Company bait casting reel is a simple reel made up of pressed stainless steel shell, with brass and steel bearings and gears. I don't know of any patents, although there could be. Made just after the war in 1945 and in less than 3 years disappeared. Boxes do exist, and there is some though that there might be a box with either a rocket ship or shooting stars on it. The common box found is a simple blue with silver writing describing the reel and manufacturer. So far as I know, there is only the series 105, but there could be others?

**Research by Tom DuRose**



**KELSO,**

**KENCOR,**

**KERR, Cradle Combo** check out patent # 2172389 for more info on the patent dates and drawings, from our patent search above in the navigational window, just copy and paste this # in the box provided. J.S.



**KEYSTONE,**

**KIEST, HENRY A. ,** (Knox, Indiana)

**KILLIAN TACKLE COMPANY,** (maker of the Killean Neo-caster)

**KLEIN, C. R.,** (Santa Monica) maker of the Cradle Reel - Pictures courtesy of Brian Purrone





**KOPF, JOHN**, of Brooklyn, NY was a mfg. from 1883 to 1898. <http://kopfreels.weebly.com/index.html> John Kopf began making fishing tackle and reels in Brooklyn, N.Y., about 1882. Over the next several years, he was granted six patents for tackle, four of them for reels.

The first reel patent described a means of covering a metal headcap with a disc of hard rubber. Half of the patent was assigned to Thomas B. Mills, of William Mills & Son, the New York tackle retailer. Mills catalogs featured single-action and multiplying reels made with the disc.

The second patent described a reel with a one-piece frame formed by folding a single piece of sheet brass into a U-shape to form two sideplates with an integral foot. Half of this patent also was assigned to Mills, and the invention became the basis of an extensive line of Mills "Eureka" reels, both single-action and multiplying.

Half of Kopf's third reel patent was, again, assigned to Thomas Mills, and this reel was perhaps Kopf's greatest legacy. He described a simple freespool clutch that employed a lever to swing the main gear toward or away from the pinion of a multiplying reel. Versions of his clutch were used by various reel manufacturers for decades, though few could match the beauty of the reel that Kopf made for Mills & Son.

The fourth patent was unassigned, and it described what is probably Kopf's best-known design, for a sheet-brass reel foot that was corrugated to fit over the two bottom pillars of a reel. The foot was used on many inexpensive single-action and multiplying reels made by the inventor, many for the Boston retailer John S. Trowbridge & Co.

Around 1891 or 1892, Kopf moved his reelmaking to a factory in Whitestone, Long Island, owned by U.S. Net & Twine Co., which became the sole agents for Kopf's reels. Nevertheless, he was forced to declare bankruptcy in 1893.

Kopf returned to Brooklyn, where Kopf & Ottmann sold tackle for a couple of years. When Ottmann left the partnership by 1896, Kopf established Kopf Reel Works, where he was joined by William Kopf, his brother or cousin. At the turn of the century, Kopf was still making fishing tackle, but he probably no longer was making reels. He declared bankruptcy again in 1900.

Kopf made reels with hard rubber, plain or plated brass, and German silver. He was one of the earliest reelmakers to use Celluloid for sideplates. Some of his later reels were made of aluminum. Few reels were marked with Kopf's name, and even then, some were marked inside. Many Kopf reels, lacking maker marks, patent dates, or recognizable patented features, often remain unidentified.

(Information from *Reel News*, Vol. XVI, No. 1, January, 2006, pp. 4-14)  
Koph link and information courtesy of Steve Vernon

KOSMIC,

KOVALOVSKY, ARTHUR <http://luresnreels.com/kovalovsky.html> (Photo's courtesy of Brian Perrone)





L & S,

## **LANGLEY CORP (San Diego, California)**

The Langley Corporation was incorporated in 1939 to make dental equipment. The outbreak of WW II transformed the company into an aircraft parts manufacturer under the guidance of Henry Mandolf., a renowned aircraft designer and inventor. When WWII ended, Mandolf transformed the company into a national producer of fishing equipment with reels made of lightweight aluminum. Langley's line of fishing tackle produced between 1946 and 1962 grew to 15 models of bait casting reels, 10 models of fly reels, 9 models of spinning reels, 5 models of spin casting reels, 59 models of fishing rods, a couple of lures and the famous De Liar scale. Improvements were always being made in each line as time went on, providing collectors numerous versions of Langley products to collect.

Langley's flagship baitcasting reel, the Streamlite, weighed just 5 ounces and incorporated a perforated spool arbor to reduce backlashes. Other early reels included the narrow spool Lurecast and the freespool Target for tournament casters. All of these reels were made of anodized aluminum and became very popular. They had many features invented and patented by Henry Mandolf, a master at economizing in the production process. The Gearbox Control reels, introduced in 1948, used a Mandolf invention to allow the gears to be cleaned and lubricated without completely disassembling the reel.

After the Korean War, Langley introduced a very successful line of spinning reels, from ultralites to a large surf-casting model, the Spinator. New management took the company more and more into aircraft and aerospace work, with the tackle business waning in popularity. In fact, in 1962 Zebco Corporation, then a division of Brunswick Corp. purchased the tackle part of Langley Corp. specifically to produce Langley's line of spinning reels, which they did into the early 1970s.

There is something for every collector in the fishing tackle Langley produced, some are common and some are quite rare, but all are colorful and built with precision. For more information on this great California company contact ORCA members Colby Sorrells Nello Armstrong or Alan Baracco or write to [langleyreels@yahoo.com](mailto:langleyreels@yahoo.com) for information on ordering the book these authors wrote on the company (Langley Field Tested Tackle) that discusses the company in detail.

Top three pictures and research above are courtesy of Alan Baracco; left to right – Rare blond Streamlite and the early blue Model 310A . Langley Ultralite spinning reels. Colorful small Langley De Liars and boxes. Last two pictures courtesy of Jim Madden.





**LAWRENCE TACKLE MFG. CORP, (New York)** This company made and sold less expensive reels both fresh and salt water. Stuart, Star, Sunbeam, Brighton, Lightning, and Elite were reel names.

**LAWSON MACHINE WORKS,** a reel maker from Canada.

**LEONARD-Mills,**

**LE TRAPPEUR, (Boston)** Luxor spinning reels

**LEONARD REELS, (1877-1940)** The Leonard 1877 patent (#191,813—June 12, 1877) click reel was famous for its raised pillar and the protective rim within which the handle traveled. It is a classic fly reel design. These reels were possibly originally manufactured by Philbrook and E. F. Payne, then by Conroy, and finally by Julius vom Hofe. The Leonard line of fly reels were manufactured from a variety of materials, but mainly nickel silver and hard rubber. The bi-metal version is avidly pursued by collectors, as is the “Fairy” reel made to match the short Catskill fly rods. The hard rubber reels made with marbled rubber are the most sought after.  
By Phil White.

**LIBERTY BELL, Co.** of Bristol, CT, was a manufacturer.

**LITE MFG CO.** (plastic fly reels)

**LONG, JOHN E. & CO.,**

**LONGFELLOW**, a company that was in Fraser Mich. looks like they made a couple spinning reels, 1948 to 1955, according to patent # 2546465, and # 2712419, these patents were picked up by Shimano in the 1970s. They also had Bronson make a couple of casting reels, a No.CR2001 and a No.CR3001, for them. pictures are coming. To view one of their spinning reels look in this site: <http://www.worthpoint.com/worthopedia/vintage-longfellow-spinning-fishing-219271800>

**LOOMIS PLUMB & CO.** (Syracuse, New York) 1881-1884 The company is credited with the first automatic reel using a helical spring, a friction brake, and a four-gear train. The patent was assigned in 1880 to Francis A. Loomis who was tired of the burden of cranking in line. You wound the reel like a clock and of course a brake needed to stop the spring, and a lever needed to release it. With four gears, the line came in a great speed which is exactly what Loomis wanted. A year later, Loomis joined with James S. Plumb, a hardware man, to form the Loomis Plumb & Co. they actually set up shop in a Bank basement, but the novelty of the reel soon proved a success. It must have been something to be called "The Automatic Reel." The reel came in 3 line capacities and was available in several different finishes. After the death of Francis, his son Brace continued for a while until his interests led elsewhere. The company was sold to Yawman and Erbe. (More information available in ORCA's Reel News issue Winter of 2000 in an article by Phil White.

**LORD WELDON**

**LUXOR,**

**MAGIC FISHING REEL COMPANY,**

**MALLESON, FREDERIC,** (Brooklyn, NY) was a mfg. from 1881 to ?. Courtesy of Lang's



**MALLOCH,**

**MANSFIELD, G. H. & CO.,**

**MAR-VEL, (need more info here?)**



**MARC REEL B & H TOOL CO.**



**MARTIN REELS, INC** (Mohawk, NY) Fly-Wate reel. Herman W. Martin, the story goes, lost a huge bass in the late 1881 because his slack line got tangled on his feet and an oar. The experience motivated the watchmaker to make a reel that would solve that problem. His first creation was heavy and bolted right to the rod. The line was controlled by tension created by a winding gear. Once wound, a long lever would throw off the tension and the line would be retrieved. To overcome the clumsiness of the 3-pound reel, but despite a horrible fire, a second, and third version by 1890 spurred the kind of fly reel similar to those automatics of today. In the early 1900's, there was even a large trolling automatic that could retrieve 150 feet of line with one winding. There was even a way to lock out the spring lever and pay out line. For more information, see ORCA Reel News back issue Fall of 1998.

**McVICKAR & SON**, Tuxedo, New York, this company was the maker of the Bushkill trout reel sold through Abercrombie & Fitch just after WWII. The company once partnered with the talents of Jim Payne.

**MEDLEY,**

**MEEK, Meek & Milam of Frankfort, KY were manufacturers from 1853 to 1993.**

**Meek, B.F. of Louisville, KY was a manufacturer from 1883 to 1898.**

**Meek, B.F. & Sons of Frankfort, KY were manufacturers from 1836 to 1839 and again from 1903 to 1916.**

**Meek, J.F. & Co. of Frankfort, KY were manufacturers from 1848 to 1852.**

**Meek, J.F. & B.F. of Frankfort, KY were manufacturers from 1839 to 1848.**

**MEISSELBACH, A.F.** A. F. Meisselbach, the son of German immigrants, designed his first fishing reel in 1885. At the tender age of 20 he received a patent on this reel and then convinced A.G. Spalding & Bros. to sell the reel for him. This reel was a simple single action reel, that we call the Amateur. Demand was brisk, and "Gus" soon convinced his brother, William, to go into the business with him and their Newark, NJ garage was soon humming with machine work. In 1888 they expanded their line rapidly and moved into a larger machine shop. That year they added the Expert Reel, the Universal Rod Holder and their famous line of Spring Bow nets.

In 1896 more innovative reels were added to their inventory, with the Allright and the raised pillar Featherlight fly reels. At this time they also moved into a new three story factory. Sales boomed and soon A.F. Meisselbach & Bro. was one of the largest manufacturers of fishing reels in the country. However, the boom was yet to come. From the beginning, their products were of the finest quality, but very inexpensive. They were all aimed toward the average working man.

In the early 1900s, the Meisselbach brothers patented their most famous product, the Takapart reel and shortly thereafter its smaller brother, the Tripart reel. The initial Takaparts were called "Take-Apart" and were not the familiar tube frame reel that we usually think of when talking about Takaparts or Triparts.

A.F. Meisselbach & Brother finally incorporated in the state of New Jersey in 1906. Until this date they had not stamped their own name on any of the reels or accessories that they were selling. Many of the reels were stamped with model names or patent dates and these are the only identifying marks left to identify your early reels. Sales boomed from 1900 to 1917. There were over 75 employees in their factory and their products were sold all over the U.S. and Europe. They were also in the general machining business and were one of the largest manufacturers of phonograph parts in the east.

In 1917, the A.F. Meisselbach & Bro. Corporation was sold to the Otto Heineman Phonograph Supply Co. of New York City. Heineman changed the name to A.F. Meisselbach Mfg. Co. and moved the company headquarters to NYC. Gus and William retired to the NJ coast and spent their time surf fishing. William died in 1919, and Gus died in 1927 at 61 years of age. Heineman trimmed the Meisselbach reel line to the basic models and in 1921 the reel tooling and production was moved to another factory in Elyria, Ohio. In 1925 the parent company name was changed to General Industries. Some collectible reels came from Ohio, most notably the Okeh series. However, the great depression of the 1930s brought about a lowering of quality and the great old reels of A.F. Meisselbach & Bro. disappeared from the lineup one by one.

With the advent of World War II, General Industries turned their production to war materials and all fishing reel production was stopped in 1941 and was not resumed after the war. This was the end of the Meisselbach name on quality fishing tackle. It was also the end of the name Meisselbach in the U.S. since Gus, married late in life, had no children. William was a life-long

bachelor, so there were no descendants left to carry on the name.

[White, Phil. 2005. "Meisselbach & Meisselbach-Catucci Fishing Reels – Their History and Values." Lakeshore Press, Nampa, Idaho]

Research and pictures provided by [Roger Schulz](#) with permission of the author.

Below is a A.F. Meisselbach hard rubber Takapart, a rod pillared Takapart with no number, a "Tripart" No.580 and a "Tripart" No.581, next are two Meisselbach surf reels, a 1911 and a 1912. Next are some fly reels first is an Automatic fly reel, the "Rainbow" No.627, the "Featherlite" No.260, next is a deep water trolling reel the Expert No.33 and the wooden "Good Luck", these were made to be used as a casting or trolling reel for salt water. The last four pictures represent the Meisselbach Neptune Reel.











**MEISSELBACH-CATUCCI COROPORATION** The Meisselbach-Catucci Corporation was founded in 1910 by A. F. Meisselbach and Pliny Catucci. Catucci, immigrated to the U.S. in 1890. Shortly after 1900 he went to work for the Meisselbach brothers and his talent was immediately recognized. He was a great inventor and held many of the patents on Meisselbach reels. He also held many patents for phonograph designs and parts.

The Meisselbach-Catucci Corporation was started to do the custom machine work business (mainly gear manufacturing) for the Meisselbach's. The Meisselbach-Catucci Corporation also built and sold the Meisselbach-Catucci Gear Hobbing machine. This company was located in Newark, NJ in a building back to back with the A. F. Meisselbach & Bro. facility. Meisselbach-Catucci was not engaged in reel manufacturing until after the sale of A. F. Meisselbach & Bro. to the Heineman Phonograph Supply Co. When A. F. Meisselbach Mfg. Co. was moved to Elyria, Ohio in 1921, Pliny Catucci decided the Meisselbach-Catucci gear cutting business would expand into fishing reel manufacturing. Many of the reelsmiths from the A.F. Meisselbach Co. went to work for Catucci.

In 1922, Catucci came out with a pair of casting reels, called "Symplopart" Reels; one a non level wind and the other a level wind reel. By 1924 his Stanton Street factory was making free spool and anti-backlash reels as well and in 1926 he added a line of Bakelite fly reels. All the Meisselbach-Catucci reels were well designed and machined.

By the late 1920s the Meisselbach-Catucci Reel Company was one of the major manufacturers of bait casting reels in the United States and had a reputation for value and quality. The whole Catucci family was involved in the business, with Pliny's sons William in charge of sales and Walter working in the factory. Disaster then struck in the form of the crash of '29 and the resulting depression caught up to him. The reel manufacturing division of Meisselbach-Catucci was sold to the Bronson Reel Company, of Bronson, Michigan in 1931. Bronson continued to manufacture the full line of Meisselbach-Catucci reels with no changes. They even still had the Newark, NJ address on them. Some of the Bronson M-C fly reels are stamped "Mfd by Bronson Reel Co. since June 1931" on the foot. Otherwise, it is very difficult to distinguish a New Jersey reel from a Michigan reel.

The high quality bait casting reels became a casualty of the depression, and were dropped

from Bronson catalogs in the mid '30s. The fly reels lasted until World War II, and then were gone when Bronson returned to reel making following the war.

[White, Phil. 2005. "Meisselbach & Meisselbach-Catucci Fishing Reels – Their History and Values." Lakeshore Press, Nampa, Idaho]

Reel pictures and research provided by [Roger Schulz](#) with permission of the author.

First fly reel below is a Meisselbach "Symploreel" The Trout No.370, next is The Trout No.370 wide spool, The Salmon No.374 and The Superlite No.1000, next casting reels are the "Symplopart" No.252, and the Symploreel No.252, first of the 4 hard rubbered casting reels is the No.752, the No.750, then the No.552 and the No.500. Last picture of the 4 reels together are Symploreel No.752 100yd. size, the No.750, the No.552 and the No.550.







**MEPPS,**

**MEYER, LOU,**

**MILAM, B. C. & Son** ( Frankfort, KY) He was a manufacturer of Kentucky reels from 1890 to 1928. Photo of #5 with 12:00 handle and box courtesy of Brian Perrone.



**MILLARD BROS. LTD.** (Motherwell, Lanarkshire, London)

**MILWARD,**

**MITCHELL**, with permission from Wallace Careny of the Mitchell Museum, for information on the Mitchell's see these sites.

[http://mitchellreelmuseum.com/index.php?option=com\\_content&task=view&id=45&Itemid=62](http://mitchellreelmuseum.com/index.php?option=com_content&task=view&id=45&Itemid=62) [www.mitchellreelmuseum.com](http://www.mitchellreelmuseum.com)

### **Mitchell Fishing Reel History**

From the origins of Mitchell in the Arve Valley of France, through its formative years in 1939, to its launch in 1942 and meteoric rise for "30 Glorious Years", to its place today in 2013 as one of the greatest fishing reels ever made! This is the story of how it all happened beginning in Arve Valley, Cluses, France in the year 1310.

From 1310 to 1937

Snuggled in the Arve Valley by the French Alps is a city named Cluses in eastern France, the birthplace of "The Mitchell" spinning reel. The French word "cluse" means a gap between mountains. This narrow gap is where the birth home is. The city was formed in 1310 when Baron Hugues de Faucigny Clusiens granted a Charter of Franchises, an act of empowerment that sets the municipal borders, the rights of Clusiens, and created the first form of governing elected officials.

In the early 18th Century an economic adventure began in Cluses when a man from the valley named Ballaloud first introduced watch making to Clusiens. He learned the art of watch making in Germany and started making many variations thus creating many jobs.

Throughout the century, the watch making industry increased. In 1848, the Piedmont

government created a school in Cluses for Royal watches called Ecole Nationale d'Horlogerie de Cluses (Cluses National School of Watchmaking) that quickly became the center for teaching the clock making art. In the mid-1930s, Charles Pons, now owner and CEO of Carpano & Pons employed Maurice Jacquemin, a top graduate from the French National Mechanics College in Paris France.

During this same time, a fishing tackle company called La Canne à Pêche located in Angers, France started developing a reel they named after their own company called the C.A.P. They contracted Carpano & Pons for further development. Maurice had helped Mr. Pons with this reel but at the same time he worked on another reel.

Maurice, now chief engineer, believed he could produce a reel that was not just a simple container to hold fishing line, but a precision tool that would cast at a greater distance with precision and be able to recover the fishing line without tangling. After years of research and development, the Mitchell spinning reel was born, a marked departure from the reels of its day in mechanics and appearance.

The revolutionary design incorporated special gearing and a longer axle to accommodate a wider spool between plates. In other words, the reel was designed around the spool. Due to the axle length required for the spool, the classic elongated "egg-shape" body was designed. The oscillation had to be increased by about 30% and extreme level-wind gearing was used. This reel was named after Maurice Jacquemin's son Michel but French law prohibited proper names to be used as product brand names thus the "Anglicized" name Mitchell.

From 1937 to 1962 Carpano & Pons began production of the C.A.P reel in 1937 and by 1939 both reels were in test run production now called first versions but in fact; they were pilot or test reels. In 1942 the first Mitchell second versions were produced for sale in France with several minor design changes up to 1946. The Mitchell third version started in 1946 and due to the forthcoming success, clock making was gradually lost and then completely disappears behind this new industry. Export was quickly put in motion in 1946 by Jules Gumprich, owner of Impecco, Paris, an established import/export company with close ties to Carpano & Pons and La Canne à Pêche and his brother Otto Gumprich, owner of Charles Garcia & Company in America. Otto and Jules had been working together starting in 1937, selling large quantities of Silkworm Gut. Demand was high since the varieties used for surgery and for leaders came in various lengths and diameters. Fishing lines of various sorts were also imported including the special double tapers for fly-fishing and the common braided lines, which were the only ones available for fishing reels at the time.

Other imports included various raw materials such as Lamb Gut for tennis and badminton rackets as well as for stronger sutures, Kapok and other natural fibers used for domestic wares such as mattresses, carpets and so on. Before the war, Jules had sent both reels to Otto with the suggestion they would be desirable products.

Initially the first Mitchell reels made and owned by Carpano & Pons were only made with the Mitchell name engraved but starting in the early 1950s the range grew with models covering both fresh and salt water of various sizes including the new Mitchell Salt Water, the Mitchell Otomatic and the Mitchell Rapid.

Carpano & Pons privately announces the first Mitchell "milestone" in 1955 by celebrating 10,000 crates of Mitchell reels being exported. Each crate contained 60 reels for a total of 600,000 reels!

It was then reported in The New York Times that "Mitchell reels were brought here shortly after WW2 by servicemen" and that "300,000 spinning reels came (imported) here in 1955, mostly Mitchell" and last but not least; "Garcia promoted this reel shortly after invention of mono-filament line", a profound statement if you think about it!

Carpano & Pons again privately celebrates another Mitchell milestone in 1957 with the 1,000,000 Mitchell reel. This privacy was very well kept! Doug DeSimone, surviving son of Louis DeSimone, only revealed these reels in 2007, 50 years later

By 1958 the Mitchell 300, Mitchell 302 (Salt Water), Mitchell 304 (round body), Mitchell 306 (intermediate), Mitchell 308 (ultra-light), Mitchell 330 (auto-bail) and the Mitchell 350 (high-speed) series reels were being marketed worldwide. Many other models evolved throughout the years from these original seven, too numerous to mention.

From 1962 to 1978 1962 marked the time of 5,000,000 Mitchell reels being made. In 1966 Mitchell privately celebrated 10,000,000 Mitchell reels sold. The 1966 10-Millionth Medallion shown was presented to Robert Lenk, VP of The Garcia Corporation for his valued contributions to Mitchell. Bob was Tom Lenk's Brother.

By 1968 Mitchell was now producing several new models including the big game fishing reel series that had been in R&D for several years. At the time it was as if nothing could stop the Mitchell brand. Every angling schoolboy aspired to owning a Mitchell, every match angler certainly had at least one and many had more!

The sterling silver Mitchell 300 shown was presented to a few top National Agents to commemorate the worldwide sale of 20 million Mitchell reels. The other commemorative reel is referred to as the Mitchell 410 20-Millionth Global and was also presented to a select few top executives.

In a 1971 press release it's reported by Carpano & Pons that out of 83 countries importing Mitchell reels, The Garcia Corporation was importing 65% of all exports. "Each week, 25 tons of reels are dispatched from Cluses bound for the American fishermen." This article also states they were currently making 10,000 Mitchell reels per day with 15% of these being sold in France. The 83 countries were selling to over 5,600 retailers.

The Garcia Corporation was a dominant and revolutionary force in the fishing tackle market and purchased "Mitchell" from Carpano & Pons on June 17, 1974. To celebrate this occasion a very special Garcia Mitchell 300DL was made in France and presented to a few top executives. Suffering from over diversification, in 1977 Garcia had to sell the majority stock in "Mitchell" back to Ets Carpano &

Pons and the primary focus was placed back on selling Mitchell fishing reels but it was too late. On August 10, 1978 The Garcia Corporation declared bankruptcy and closed forever.

From 1978 to 1990

Starting in 1978, Carpano & Pons and Impecco had been meeting with various tackle companies to find another North American distributor for Mitchell. This included Browning and many other interested tackle companies including Garcia Tackle, Garcia Canada and Zebco but by 1980, exclusive distribution rights was awarded to Browning. Abu Sweden purchased the Garcia Tackle (USA) assets and most important, the Garcia name. Distribution of all Abu products in North America moved to Fairfield, New Jersey under Abu's new name, Abu Garcia, Inc.

Mitchell, a separate company owned by Carpano & Pons, continued suffering from the tremendous financial losses from Garcia's bankruptcy. This along with the loss of Garcia's perfected marketing skills, service and pipeline and many other factors led to bankruptcy in 1981. Mitchell was reestablished as Mitchell Sports, a solely owned and operated company who would eventually become the sole distributor of Mitchell reels worldwide.

The French assembly plants started closing in 1988 and though a few good reels like the Mitchell 300 PRO 45th anniversary reel were still assembled in France, most parts were sent to Thailand for assembly. The engineering quality, for which Mitchell, France was famous, and the quality of their Mitchell reels has never been surpassed. They built many millions of reels and there has never been a range of any other major item of fishing tackle, be it rods, reels, lines, that has achieved anything like the same quantity for a single brand and producer. In 1990 the Mitchell "company" closed its doors in France forever. After that and until this day, Mitchell is just a great brand name.

From 1990 to Present Day In 1990 Johnson Worldwide Associates (JWA), a successful company well known for their Johnson line of fishing reels and other tackle purchased

Mitchell Sports. At this time they claimed over 30-million Mitchell 300 fishing reels alone had been sold!

In 2000 Pure Fishing purchased the Mitchell brand as part of their JWA fishing products acquisition. Pure Fishing with locations worldwide still owns the Mitchell brand name but has also acquired many other famous fishing tackle brands including Abu Garcia, Penn, Shakespeare and many others. Pure Fishing, Inc. is a subsidiary of the mighty Jarden Corporation, headquartered in Rye, NY.

*Wallace Carney - Le bénéficiaire du prêt - on record Archives municipales de Cluses*

*With Special Thanks To: Florence POIRIER – History of Cluses – Archives municipales de Cluses - August 24, 2000 Groupe Carpano & Pons - 1893 ~ 1993 100 ans d'Aventure Industrielle, d'Eau et d'Electricite Doug DeSimone ~ JP Gumprich ~ Barrie Welham ~ Mike Read*

*~ Dr. Todd Larson Research by Wallace Carney.*

**MONTAGUE**, also known as Monty for short. One of the major reel manufacturers in the U.S. However, most of their products do not bear their name. Montague was mainly a manufacturer of "generic reels" for large and small retailers.

Montague City Rod Company and Montague Rod & Reel Company Montague City, Massachusetts. Most reel collectors are aware that there are a great many "generic" fishing reels seen on the internet auction eBay and on show tables. These reels were usually catalogued with some esoteric name by the large tackle houses. They varied in quality, price and name, but when viewed by collectors today the usual identification seems to be "MONTAGUE".

The birth of Montague started in 1881 when Leander L. and Eugene Bartlett bought out the J. G. Ward fishing rod business in Amherst, Massachusetts. In 1882 the Bartlett's opened a factory in Montague City, Massachusetts to make split bamboo rods. By 1885 they added two stories to the Montague City factory and were incorporated as the Montague City Rod Company.

In 1891 further expansion took place as Montague purchased the Chubb Fishing Rod Company of Post Falls, Vermont, which they operated until the 1930's. In May of 1899 an agreement was reached between the Montague City Rod Company and Frederick Malleson whereby Montague purchased the Brooklyn, NY factory of Malleson/Conroy/The U.S. Net & Twine Company (take your pick - the exact details seem to depend upon which author you read), at 163 Grand Avenue.

In 1927 the company name was changed to Montague Rod and Reel Company. At this time some of the reel making machinery was moved from Brooklyn to the Montague City, Massachusetts factory. This historic fishing tackle company came to an end in 1934 when Montague was purchased by the Ocean City Manufacturing Company, of Philadelphia, Pennsylvania. The Montague City factory continued to produce fishing rods, but all reels were produced in Philadelphia. In 1955 the name was officially changed to Montague-Ocean City Rod and Reel Co.

Montague manufactured reels of all types and price ranges. Apparently, with a minimum order, you could have reels stamped with just about any name you wanted. Montague "generic" reels were sold by many of the most prestigious tackle houses - Edward vom Hofe, Abercrombie & Fitch, V. L. & A., Abbey & Imbrie, and so on.

Montague made them all from "Gayle Style" raised gear cover Kentucky reels in German silver, to hard rubber and German silver fly reels that are often thought to be the product of one of the vom Hofe brothers.

Their hard rubber and German silver surf reels are often marked with the Edw. vom Hofe shop name and these are fine looking reels. This great variety of names, quality and types of reels is what makes the study of Montague reels most confusing, but very interesting. **By**

**Phil White.** For more information see "Montague Generaic Reels," by Phill White, Parts 1, 2, 3, and 4, Reel News issues Fall and Winter of 1997 and Spring and Summer of 1998.

Pictures of the Jupiter are courtesy of Don Champion.



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**Montague Manitou,** Phil White calls these reels the end of a day reel using up whatever mixtures that they had been working with that day. What a beautiful Irish reel.

<http://www.antiquefishingreels.com/>

Pictures are courtesy of Ed Prichard.



**MOSCROP,**

**MURA APPLETON CO.,** of Philadelphia, PA was a distributor from 1889 to ?.

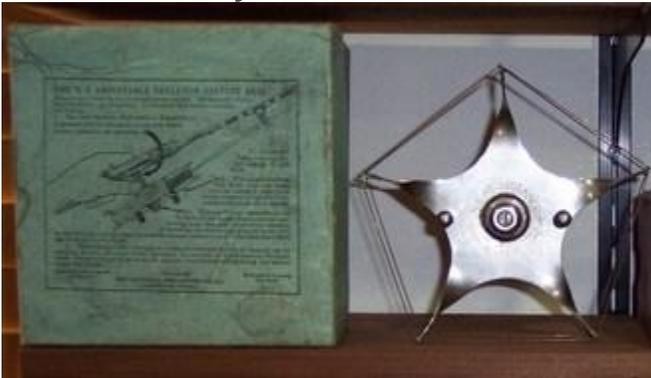
**MEYER, LOU COMPANY,** (Kenosha, Wisconsin) Here's a case where the reel is more recognizable than the company. The Flo-Line Universal Reel, also known by some as "the pencil sharpener reel," was supposed to be both baitcasting and spinning. The reel had a base latch allowing the reel to pivot 90 degrees for casting like a spinning reel and return the position then for retrieval. In the retrieval position, it can be used as a baitcaster. The swiveling feature could also be used to make the reel usable left or righthanded. A drag wheel was also present

under the handle. One can see now why the moniker "universal" came from. (For more information, see *Reel News* back issue Spring of 1999.)

**MORRITT, K.P. LTD.** (England) This company made the Intrepid Sea Streak sold by South Bend from 1969 to 1972. The light weight, ball bearing reel did have some unusual features that allowed for casting or trolling, and was mostly designed for big water. The cast control worked well, the free spool rim button automatically engaged, and a 4-way star-type wheel allowed four combinations of click and free spool. Unlike most larger trolling reels, it was made for backlash free casting with its "Thumatic" automatic centrifugal thumb control. At \$50 it wasn't going to be a hit for long. (For more information, see *ORCA Reel News* back issue Winter 2000, and article by Gary Quick.)

**NATIONAL SPECIALTIES** (Fort Wayne, Indiana) Makers of the Indiana-style reel named the Adjustable.

Picture courtesy of Brian Purrone.



**NEOCASTER,**

**NORRIS,**

**OAKWOOD PRECISION GRINDING CO.** (Detroit) Makers of the Walter E. Shatz Industries Inc. reels, (Chicago). One model, the G118, has an Anti-backlash device that utilizes a bail that externally slows the spool when the line goes slack. In the box came a yellow reel bag, an extra bail, and an extra lever wind gear with the line guid, pawl and pawl cover assembled. It was one of their "4 Star" reels. There were models made without the ABL bail also.

**OCEAN CITY,** (Philadelphia) Moskowitz and Herbach advertised an Ocean City 250 yards Free Spool surf casting reel made from the best German Silver and hard rubber discs for \$10 in 1922. The address was 512 Market Street, Philadelphia. Moskowitz and Herbach, manufacturers of Ocean City reels and Sturdibilt Products Co. of Newark New Jersey, manufacturers of the Wanita and the E-Z-2-Part reels, consolidated in late 1923.

By 1926 they had moved to 1341-47 Noble Street, Philadelphia, and were producing additional models such as the Striker, Angler's Pal, Dover Club, Solite and Hermos which was a Meisselbach design bought when the Newark NJ factory closed. They now have Saltwater, Freshwater and Fly reels. In 1929 the Orlando 6/0 was advertised as the finest reel of its kind and guaranteed forever. The 1930s range of reels expanded rapidly from year to year. Late 1934 early '35 Ocean City bought the Montague Rod and Reel Co. leaving the rod making at the Montague City address and making all reels at the Philadelphia address. Ocean City had their Orlando, Long Key and then the Balboa in '35 with the Panama in '37.

In 1939 Ocean City took over Vom Hofe and Co., Inc. and in the 1941 Catalog OC announce

the new ownership and continuation of Edward Vom Hofe reels and accessories using the same famous designers and skilled mechanics. The making of Vom Hofe reels finished in 1950.

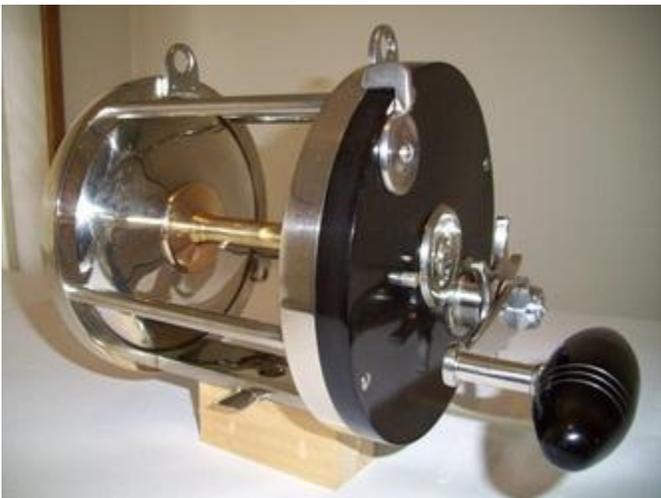
In 1955 the Montague City rod making business changes name to Montague-Ocean City Rod and Reel Company. True Temper took over the Ocean City Co. which finished making reels in 1968. [Research by Ray Hodges.](#)

To view more Ocean City Reels visit this website, [www.OceanCityReelPhotos.com](http://www.OceanCityReelPhotos.com)

Reels pictured below of the first OC reel, the 450 yd. Long Key and the 14/0 EVH are courtesy of Ray Hodges, the picture of an Orlando 6/0 is courtesy of Ed Miller and the picture of the OC Big Game No.612 with the factory hand brace is courtesy of Mike Cacioppo.

You may click on the pictures to enlarge them!





**Ohaver & O'Bannon**, Indianapolis, IN were manufacturers from 1882 until 1887 (See American Reel Co.) was formerly Terry Clock Co.

**OHIO TOOL CO (OTCO)**, This company made the Ashaway Slip-cast reel, an unusual open faced spinning reel that was used on top of the rod. It was reportedly situated on the top because Americans were slow at picking up on the spinning reel popularity in Europe where reels hung underneath. The Slip-cast has been called the "missing link" between baitcast and spinning. The reel design is credited to Charles Ritz (of the hotel dynasty) and Paul Mauborgne (inventor of the French Luxor spinning reel). When the reel was presented to

Julian Crandell of Ashaway Line and Twine Mfg. in Rhode Island, a separate company was set up to avoid some unspecified patent problems. The company was called Ashaway, Inc. for marketing the reel. In 1947, the Ohio Tool Co (OTCO) of Cleveland, Ohio, was contracted to manufacture the reel and received permission to sell the Slip-Cast as well. It was presented to buyers finally in 1948. The reel in its two sizes that went into production in 1947. Both had a unique thumb lever that held the line before the cast. The reel did meet with some success, but when OTCO ran into financial problems productions ceased, and it appears there were no new takers for manufacturing job. (For more information, see Ed Corwin's Spring, 1998, back issue of ORCA's Reel News from which most of this information has come.)

#### **OK MACHINE COMPANY**

**OLYMPIC**, a very large reel maker in Japan that made their brand and many trade reels.

**OUTDOOR PRODUCTS**, casting reel, they made others will post when we find them, a division Quaker City Gear Works Philadelphia, PA.

Pictures are courtesy of Arne Soland





### P & K Inc. (Retreevit fly reels)

**PECK & SNYDER**, (Nassau, NY) Andrew Peck and Irving Snyder started the company Peck and Snyder Sporting Goods Company in 1866. was a watchmaker and silversmith in Paris, KY. It is thought that he made fishing reels between 1820 and 1840. His reels resemble in some ways the early British reels available at the time. George Snyder reels are the most desirable of reels for reel collectors. The only markings on the reel that identify them as Snyder's are the initials "GS". George Snyder has been credited with making the first American multiplying (geared) reel.





PEETZ,

PEKIN,

**PENN REEL CO.** It all started in 1922, a German immigrant named Otto Henze boarded a ship in Hamburg, Germany. He paid his fare by working the voyage and soon arrived in the Port of New York. Mr. Henze was only 23 years old but he had some engineering education. In a short time, he traveled to Philadelphia where he was hired by the Ocean City Manufacturing Company, where he spent approximately seven to eight years learning the trade of saltwater

fishing reel making.

Around 1930, Otto Henze left Ocean City and begun to develop his own fishing reels. By 1932, working from home, Mr. Henze had two designs ready for Patent submission. He hired a lawyer who submitted the patents and he and his business partner, a Mr. George Hunt, started investing their money to build enough production prototypes to sell and distribute on the East and West Coast of the USA. These two reels were given simple model names; one reel was named the Model F and the other the Model K being made in two configurations (FIGURE 1 see below), one with a star drag system and one without. For information on the Spinfisner series, see ORCA Reel News back issue Fall of 1998

You may click on the pictures to enlarge.



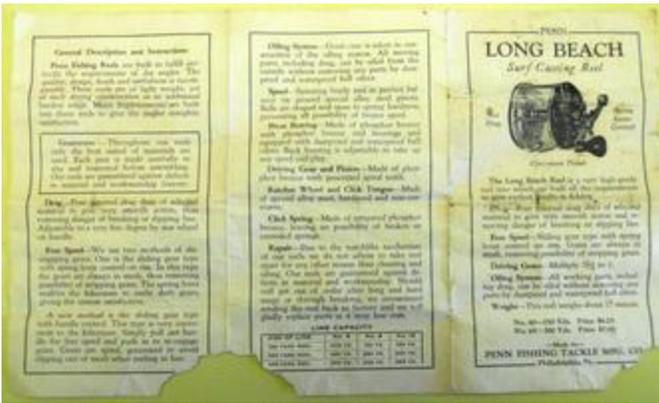
In my opinion, there are certain key factors in the success of Mr. Henze's product. His reels were ergonomic, dependable, simple to work on and most importantly, very affordable. The year that Otto Henze introduced his first reels was one of the worst years of the Depression. Starting a new business at that time was a very risky thing to do but Otto Henze had the right combination.

During the 1932 production run, over 2000 Model F & K reels were built and distributed all over the USA's East and West Coasts. The progression of the business was immediate and in 1933, a simple brochure (FIGURE 2 & 3 see above) was printed, four reels were offered for sale and the Penn Fishing Tackle Manufacturing Company was born. The Model F became the 1933 Sea Hawk (FIGURE 4 see below) and the two Model K's became the Long Beach (FIGURE 5) and the Bay Side (FIGURE 6). The fourth reel in the brochure, the Sea King was never manufactured; a reel named the Sea Ford (FIGURE 7) was introduced late in the production year of 1933 to take the place of the Sea King.

This is how it all began, working from home in 1930 to a world class corporation today, The Penn Reel Fishing Tackle Manufacturing Company has kept a steady progression of supplying fine fishing tackle to its customers at affordable prices for over 80 years and counting.

Research and pictures are courtesy of Mike Cacioppo. Additional Spinning Reel picture courtesy of Jim Madden.





PEREZ,

PERRINE MANUFACTURING COMPANY,

PETTENGILL,

Albert N. Pettengill (1837-1903) from Ilion, NY applied for a patent on August 3rd, 1885, and was granted patent #361,890 on April 26th, 1887 for his "Improvements in Reels for Fishing Rods". His invention, primarily formed from a disk of sheet brass and drawn up to form a rim or band, featured a perforated cylinder that formed the spool. Pettengill's reel was intended to be convertible from a side mount to a top mount reel by way of an additional mount (reel seat) that would be secured by a screw and a pin - the pin to prevent the foot from rotating on the screw - that would attach either on the underside of the reel or on the rim (band) to form a top mount.

Jim Schottenham

[www.langsstore.com](http://www.langsstore.com)

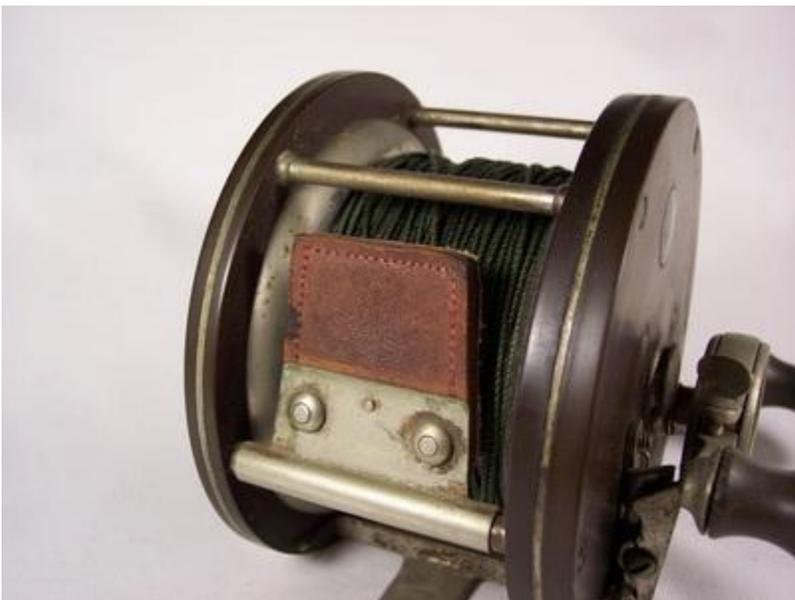
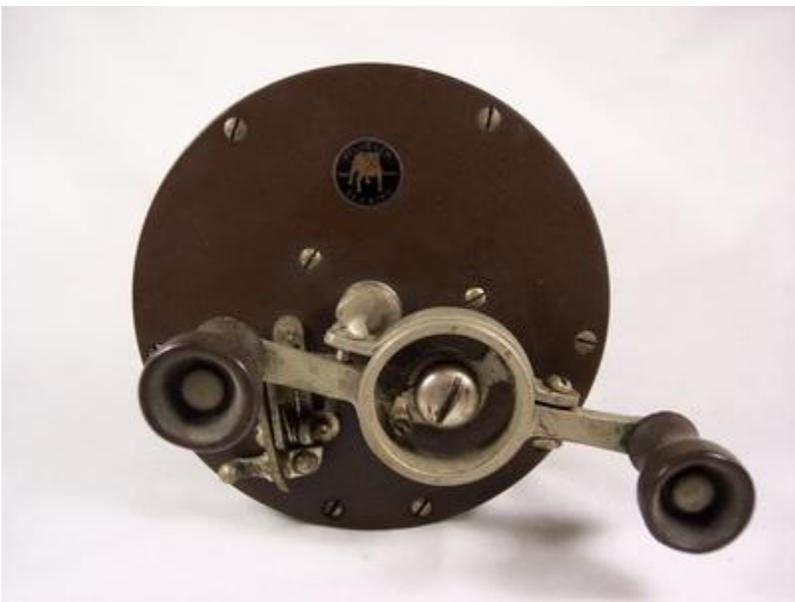
315-841-4623



**PEZON ET MICHEL,**

**PFLUEGER**, see Enterprise Manufacturing Company. The Enterprise Manufacturing Company, Akron, Ohio,. It is generally accepted that this famous name in fishing reel manufacturing had its beginnings in 1881 when once grocer, then harness maker, E.F. Pflueger formed a company apparently first named *Enterprise Works*, being so listed in the 1883 Akron Directory. The same year he started his company he purchased the *American Fishhook Company* and subsequently claimed its date of origin, 1864, as that of his own company. He incorporated his business in 1886 as the *Enterprise Manufacturing Company*. With the exception of a simple wooden device that doubled as a line dryer Mr. Pflueger had patented in 1896, Enterprise did not manufacture reels until at least 1900. The earliest reference to reels offered by them is 1902. Most of those early models bore the Pflueger name which had become trademarked by 1908. By 1914 reels were offered by Enterprise under three trademarks: Pflueger Bulldog, Four Brothers (named for the four sons of E. F. Pflueger), and Portage, a trademark previously used by one of those brothers, E.A. Pflueger and used by him during a brief period beginning in 1906 when he resigned from Enterprise and formed his own *E.A. Pflueger Company*. Enterprise remained a leader in reel manufacturing into the 1960s, offering a great variety of models over the years, ranging from tiny fly reels to large saltwater models, and including some of the most popular casting reels ever made. In 1965 the company name was changed to *The Pflueger Corporation*. The following year it was purchased by *The Shakespeare Company*. Pflueger reels are still manufactured by the *Pflueger Sporting Goods Division* of Shakespeare (Research by Phil White). For a comprehensive list of Pflueger reels ("From Adams to Worth") including models numbers, name, year range, and characteristics, see Reel News back issue Winter of 1997. First four Photo's courtesy of Jim Madden. Photo's 5 & 6, Pflueger Sea King (Pictures courtesy of Brian Purrone).





PHILBROOK & PAINE,

**PORTOLA,**

**PRECISION, WARDS,** as in Wards Precision, pre dates the Sport King brand. Starting around 1935 to 1940?

**PRECISIONBILT,** a reel maker in Hollydale, CA they made 5 different reels, some having the see-thru-plastic side plates in the 1950s, The Mosquito and the Silver Moth were both fly reels, the Marquette Mod. Mar 100, a 100 yd. reel made of the see thru plastic and stainless steel.

Also two salt water reels the Ensanada Mod.ER ( ER meaning Ensanada reel) and the Key West Mod.KWR (KWR meaning Key West reel).

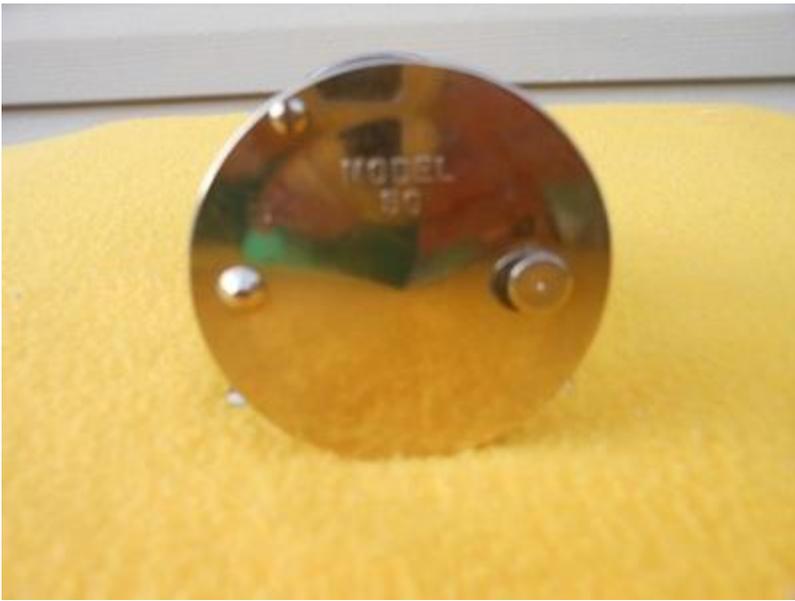
**PREMAX,**

**QUAKER CITY GEAR WORKS,** Maker of Outdoor Products, Philadelphia, PA. Known for its Castomatic reels.

**QUICK** (See D.A.M.)

**RAMODA TOOL & MANUFACTURING COMPANY -** (Detroit) Model 50 and 200. (Pictures courtesy of Jon Kring)







**RANGER REEL COMPANY**, (Rockford, Michigan - 1947) Dr. Todd Larson has a good article with pictures about the Ranger Reel Company.

<http://fishinghistory.blogspot.com/2007/09/origins-of-ranger-prizewinning-reels.html>

**RAVENNA METAL PRODUCTS (Reel Works)** Seattle, Washington. Makers of the Keen Kaster, an aluminum reel resembling an Indiana reel but more commonly used for mooching in the 1950's. The reels came in natural aluminum or in shades of copper colors.

**READ, WILLIAM,**

**RECORD**

**REDIFOR ROD and REEL Co.** was a manufacturer located in Warren, OH. The reels were creations of two gentleman responsible for numerous patents. George Upton and Benjamin Flegel started the company circa 1908. The first reel was the Flegel Self-Thumbing Reel, but by 1910 there were five reels listed in ads including a couple of fly reels. which was eventually bought out by Pflueger. In 1914, the famous Redifor Beetzsel was also found in ads. Some believe the reel was made by Shakespeare and eventually the rights were turned over to the

company. The The Beetzel first appeared in the Shakespeare 1925 catalog. other baitcasters include a free spool models and a couple of tournament models with unusual spool systems. One side of the divided spool held the line and the other was used for thumbing. An add-on level wind device called the Flegel Redifor Spooler was sold early in company history as well. For more information, see Frank Stewart's article in the Reels News, back issue Spring1998. Picture below courtesy of Brian Purrone - Redifor Beetzel with correct box and leather case



**REV-O-NOC**, makers name spelled back wards as in Conover, need info here?

**RIDER**,

**RIFLE REEL**, a combo rod and reel together

**RINEHART**,

**RITTER, G.** a New York wooden reel.

**ROCHESTER, REEL Co.**, NY The company was created when the the Carlton Manufacturing Company was reorganized by Harvey Carlton in 1908. Rochester was bought by H.J. Frost & Co. soon after. Frost was a company which continued with Rochester designs and spinoffs. In 1923 they were bought out by Horrocks-Ibbotson. Rochester Reel Co. of Rochester, NY may have been a manufacturer from 1908 until 1923. It's just not certain whether the company actually produced the reels or not. Andrew Wollensak, a famous Rochester, New York, lens and photography inventor, patented In 1910 the rotating click and drag system used in the Rochester multiplying reels and the unique spool construction used on Rochester fly reels. At this time it is not known if Wollensak was involved in production of the Rochester fishing reels, but it is presumed that he was involved in designing them after the reorganization of Carlton Manufacturing Company into the Rochester Reel Company of Rochester, N.Y. The Frost address in New York was the same as that of Rochester suggesting that Rochester may have been a company in name only. Many signs point to a partnership with A.F. Meisselbach & Co. as well as a few others concerning the Rochester/Frost products. Some of the reels found in the Frost catalog were the Frostco, the New Gem, the Improved Ocean King, and the 7 Multiple. For detailed information see ORCA back issues Fall and Winter 1998 and Spring 1999.

**RODDY**, a Japanese reel maker, made several different reels and trade reels.

**ROMADA Tool and Manufacturing Company**

**RONCO**, Ron Popeil invented the famous Popeil Pocket Fisherman, Millions were sold,

**ROUGE**, seen different fly reels made by this company, always desired. Need company info?

**RU**, French made reels, seen a RU Pacific, probaly more, need some info?

**Sage, John L.** of Lexington, KY was a manufacturer from 1842 until 1895.

**SARACIONE MANUFACTURING COMPANY** - Made in USA fly reels still available today.

**SCHOENFELD-GUTTER**, sold the Sea Gull reels. Picture from Don C.



**SEAMASTER** (1955) The reel was designed and machined by Robert McChristian, Jr. and made one at a time. An interview with new owner is available at the American Angler site with a video also. <http://www.americanangler.com/running-line/seamaster-reels>

**SELLERS FLY CASTING "BAS-KIT" Reel**, a great depression era sidemount fly reel, this reel was patented by Dr. Elmer Sellers [see above] on Feb. 13, 1934. According to reel historian Steve Vernon, Sellers apparently produced the reels himself in a back room of his drug store. The Bas-Kit reel was a modernized version and a casual look alike, of the Billinghamurst but came along 75 years after the original. It was manufactured in Kutztown, Pennsylvania. The reel is rare since all reels were apparently hand made and only a very limited number were produced.





**SHAKESPEARE**, this major fishing tackle manufacturer origin in Kalamazoo, Michigan in 1896 when William Shakespeare Jr. designed a level winding reel. Shakespeare Kalamazoo, Michigan. The name Shakespeare has been at the forefront of fishing reels before the turn of the century. It seems to all have started when a young William Shakespeare Jr. was frustrated with the modern fishing equipment of the time (late 1800s) and sought a better way than to wind the line back on the reel than with the use of his thumb. From his personal notes of 6/24/34, he stated, "While seated on the edge of my bed, I was engaged in pulling off a sock. It was then that I visualized the principle of a reel that would rewind the line evenly that I later developed". He also added that "It seems senseless to mention the sock but very likely men who call themselves psychologists would say that it was important." This was the reasoning behind his first production reel.

Around 1890, a young William Shakespeare was employed at the Garrett & Lowe Kalamazoo Shutter Co. His ability in design and mechanical knowledge was immediately apparent, but after a few years the company folded. No unemployed, Shakespeare acquired a jewelers lathe and started experimenting with his new reel design. .

To help finance his venture into reel making, William Jr. went to work for a Dr. Yonkerkman as a silent partner in the "Yonkerman's Consumption Remedy Co." William took over the third floor of Yonkerman's building to further his endeavors into reels. The company folded in 1916 when it was discovered that the Doctor Yonkerman was a licensed veterinarian. Being a silent partner in this venture gave William Jr. the funds he needed to proceed with his reel development in his early years.

His first successful level wind reel was built in 1896 and on Oct. 5, 1897 he was granted patent #591,086. With this patent in hand he started "The William Shakespeare Jr. Company" One of his first employees was Walter Marhoff who became his chief design engineer. Marhoff was the designer of the single screw level wind mechanism among other improvements. The first reel was the handmade style C followed by Style B in 1903 and STyle A in 1904. They utilized a dual worm-drive level wind system eventually replaced by the Marhoff single system.

By 1904, business was booming. The William Shakespeare Jr. Co. was producing four different models of reels in nineteen different sizes. At this time the company moved from Water street to a location in the Traction building in Kalamazoo. On Nov. 18, 1905 the company was incorporated in the state of Michigan. One of Williams best assets was the art of advertising.

The company continued to grow with the addition of more reel models, lures and other fishing items.. In 1907, the company was upgraded with \$30,000,00 of new "Automatic" equipment. Finance-wise, these early years of reel production was only a break even endeavor, while his venture into other tackle items and medicine business helped turn a profit. By 1910, the company had one hundred employees with three salesmen on the road. At one point business was so good, the salesmen were called off the road to prevent overselling. It was around this time that Shakespeare started making items for other retailers, including Simmons Hardware and South Bend Bait Co. Sometime between 1905 and 1910

## Shakespeare

received his first large order from Simmons - for \$11,000.00 worth of level wind reels.

In 1913, the company moved from the Traction building to a building at 417 North Pitcher Street. With the new space and new machinery the company was able to expand and hire more salesmen.

On September, 2, 1915 the company name was changed to the "Shakespeare Company" as they ventured into other products such as automobile parts, war goods etc. By 1916 the Shakespeare was producing twenty different reels and their catalogues contained numerous reels manufactured by other companies, plus many other types of fishing tackle. The company continued to grow with the addition of many products other than tackle items. On August 13, 1921, the Shakespeare Products Company was formed as a subsidiary, for the production of these other products

Production of fishing related products continued at an increasingly quick pace with introduction of new reels and a market for trade reels. An expansion program in 1922 gave the company \$100,000.00 worth of new equipment and a chance to better the quality of the reels they produced,

In 1922 Shakespeare started a profit sharing plan for its employees, An unknown idea to other manufactures of that era. Bonus checks ranged from \$100.00 to \$300.00 annually. Another novel idea was put into place where the salesmen sold directly to the dealers, which cut out the jobbers and reduced the price of reels to better compete with other reel makers. This also increased company profits.

During the great 1930 with the depression in progress, From 1929 to 1932, the depression years, the company kept moving. They were able to keep their work force by cutting work hours to three or four a day and paying wages with shares of stock. In 1933 the company ventured into saltwater reels to compete with Penn, Ocean City and others. This line was not as successful as the freshwater line and disappeared by 1940.

In the early thirties, another company was formed to sell a somewhat cheaper line of reels for competitive purposes. This new company was named "The Kalamazoo Tackle Company". Although the reels were made by Shakespeare and sold by their salesman the company address was listed as being at 241 East Kalamazoo Avenue. The KTC was also an outlet in which to sell trade reels to other outlets and thus not have reels marked as Shakespeare. It is my feeling that this was also done to enable Shakespeare to uphold the motto, 'Honor Sold, Honor Built' and still sell a cheaper line of tackle.

In 1939, the cornerstone was laid for a new office building on Kalamazoo Avenue, which became known as the 'Spearflex Building". In that same year a great breakthrough came with the introduction of the "Wondereel". This was promoted as a reel that anybody could cast and needed no thumbing. It became the mainstay of the company for years. Production did stop on 7/31/1942 because of a federal ruling that all non-essential metal items (except for war products) was to cease. This ruling lasted until 1946 and the end of World War II. Even though the production of new items was outlawed, assembly and sales of existing reels was still achieved.

After the end of the war, the Shakespeare line of reels was greatly reduced and their bait line was almost non-existence. By 1950, labor cost and union problems was the company's biggest concern. In 1952, the first closed face spinning reel, The #1850 was introduced. This was a big advancement into the product line for the company. Later, in 1959, the introduction of the #2081 and the #2091. launched them into the open faced market. They continued to produce and sell the top line of fishing equipment and offered repair services to the modern angler. By the middle sixties, Shakespeare was starting to spread out.

They had manufacturing facilities in Canada, Arkansas, South Carolina, Iowa, and Hong Kong, just to name a few. The company remained intact until 1979 when Anthony Industries purchased 35% of Shakespeare company stock but kept the company name.

In 1996, Shakespeare got a new identity when it was purchased by 'K-2', which is the current owner, with headquarters in Columbia, South Carolina. [Contributed by Harvey Garrison.](#) Pictures of the highly scrolled Criterion Deluxe and late model Perfect courtesy of Jim Madden

Other info "Kalamazoo, The Place Behind the Products" "Kalamazoo Gazette" 1925 various catalogues, Kalamazoo public library scrapbooks "Shakespeare Fishing Tackle, 100 years of Excellence in Fishing Tackle" author unknown "History of Shakespeare" Doug Steward.

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[SHELDON](#), they have a reel called Sheldon Reel Sport.

[SHIPLEY, A. B. & SON](#), Shipley, A.B. & Son Philadelphia, PA

[SIERRA ANGLING EQUIPMENT](#), of Reno, NV. Manufacturers of a pivoting spinning/fly reel in the 1960s.

[SIMPSON, P. J.](#) New York ball handle reel.

## **SMITH, ODGEN,**

**SNYDER, GEORGE,** (no company) George Snyder, a silversmith and watchmaker, is recognized as the originator of the first Kentucky reel and has been called "the father of reelmaking in America." He was arguable the first maker of the multiplying reel in the United States. An identifying mark on this handmade reel its "G.S." in raised relief letters on the tailplate, but another reel has been found with a B.J.C. stamping likely referring to Brutus J. Clay, a descendant of a Snyder acquaintance. George moved from Pennsylvania to Paris, Kentucky, in the early 1800's and became president of an angling club in 1810. He created his reels for friends and fellow anglers around 1815 but many most evidence points to dates in the 20's and 30's. Some were made of brass, but all were of the finest craftsmanship. His reels are considered historically the Holy Grail of fishing collectibles. To date the are five marked Snyder reels and a few unmarked ones that are similar in design. One reel sold for \$31,350 in 1997. (For specifics of known reels. (See ORCA Reel News back issue Spring, 1996, by Ray Carver and/or by Frank Stewart, New Year 2000. Also see <http://luresnreels.com/snyder.html> (Some research added from Mike Cacioppo.)

**SNYDER, J. & C.** (Paris, KY) They were manufacturers from about 1840 until 1849.

## **SPECIALITY MFG. CO. (PEKIN INDIAN REEL)**

**SPIRAL WIND FISH REEL CO,** (Buffalo, N.Y.) the idea with the flat shaped crank knobs was that they were suppose to help slow the spool down after casting to help prevent backlashes. These interesting reels were patented in 1934 by Hyla F. Maynes of N. Tonawanda, NY. They are noted for their unusual level wind mechanism, unusual crank knobs, jeweled crank knob nut and tastefully decorated plates on their higher grade reels. These reels were manufactured from the mid-1930s until the World War II era. There were two different versions of the level wind. The earliest bar was round, but apparently the company found that a flat bar produced a more reliable method of level spooling. There were four different models of reels produced, which were all basically the same reel, varying in decoration and materials. The pictures show the four models in descending order, with the highest priced (\$15 in 1936) to the lowest (\$10 ) by [Phil White](#)

On Spiral Wind, there are more variations than most people realize. Four names....Free, Tru, Long and Spot, but when you start adding in the color variations, round or flat bar levelwind mechanism and with or without thumb space there could be as many as 20 different. Probably as an afterthought, it appears whomever bought out the existing stock of parts ran out of the paddle handles. There are a bunch of Long Cast reels out there without the patented handles and they all seem uniform and stock, as if sold that way. Makes sense to use up the paddle handles on the more expensive models and cheapen the cheapest reel (longcast) with the new, incorrect replacements.

On Hyla F. Maynes, more needs to be said. He invented and has patents for many things, before and after the Spiral Wind Reels. His first invention was a new, improved changeable gear for a bicycle March 25, 1902 (patent 696,349). His last was a hypodermic syringe holder device patent 2,565,081 issued August 21, 1951, after his death. His last several patents were all medical related, possibly due to his own illness? Over the years, his patents ranged from transmission and gearing on bicycles, clothes line devices, body muscle development devices, lantern, mechanical inscription camera, fishing reels, etc., but much of that was funded by his 22 year relationship with business partner, Harry A. Illions. Their business was building and designing amusement park rides including The Caterpillar, The Turtle, The Tumblebug, Magic Carpet, or Flying Carpet as well as others and many of those patents are still being used in the

modern day simulated Surf or Surfboard rides at waterparks. As a timeline, I believe the sale of his shares in the business with millions were the funds used to capitalize the Spiral Wind Reel Company. I have a bunch more notes, but it is all kind of sketchy and would need more research to factualize. The fact many of his inventions are still in use and functioning as well as when they were new is testament to how advanced his ideas were. At some point?? 1950's-60's, Penn Mfg. started to make the Penn Leveline 350, which in theory is a Spiral Wind reel on steroids.

[Research by Richard Thomann \(aka "FishBugMan"\)](#)

**Below is a breakdown of the less expensive version Spiral Wind Long Cast No.1838, date marked 1937, along with patent numbers from USA, England and Canada.**

These reels are in creditable to look at and the inner workings are just amazing. Notice in the pictures a small drive shaft that runs between the head plate and the tail plate that drives the cam gears in the tail plate. The idea of the paddle shaped crank knobs is that they will slow the spool down from over running after casting to prevent backlashes! The reels are normally very hard to find, but the red and green are almost impossible to find! We still have not seen the green one, not even a picture? We have tried these reels and the LW mechanism does work!









**SQUARE STAMPING CO.** (New York, 1926) Makers of the Waltonian Casting Reel, a side mount. Waltonian Patented by Gustaf A. Johnson on Jan. 13th, 1931 (#1,789,178), this unusual Waltonian side-mount reel is quite a bit different than the first reel patented by Mr. Johnson (#1,168,307) in 1916<sup>1</sup>. Johnson, a Swedish citizen living in Springfield MA, applied for his patent on Nov. 4th, 1926, and it would appear based on all known examples that he contracted the Square Stamping Company out of Barneveld NY, just North of Utica in Upstate NY, to build his reels. (Picture courtesy of J. S. and Lang's and information courtesy of Jim Schottenham) <http://www.sidemountreels.com/waltonian.html>

**SQUIRES BROTHERS INC.** Isle Royale is the model name. Made in Milford, Michigan, circa 1945. . Isle Royale was there only made in red, green, gold and a rare one in blue. It was a very well built, hand made and machined... no rusting parts. No one knows anything about the company at all, strangely. The company must have folded before the reels made the shelves and the only ones out there must be of the first batch or prototypes. I would imagine them being worth much more than \$50 each because these are quality, beauty and seemingly VERY rare!

"One of the flash-in-the-pan reel makers post war have only found one basic model but this varies with different anodized colors and some differences in handle knob materials, and changes in shape of level wind have boxes but have not seen any paperwork to date have a red [most common color], green and gold. In operation a few years then gone. Reels in working condition are fairly difficult to find.

"Rare (only one I have ever seen in all my years of collecting reels) Isle Royale by Squires Brothers, Inc. Milford Mich. the reel looks like it has never been used. It is constructed of milled aluminum, even the handle grips, and appears to be a very good quality reel. It has a strong click and a drag/brake (knurled knob inside the handle). The head and tail plates are anodized in a very nice reddish maroon color.

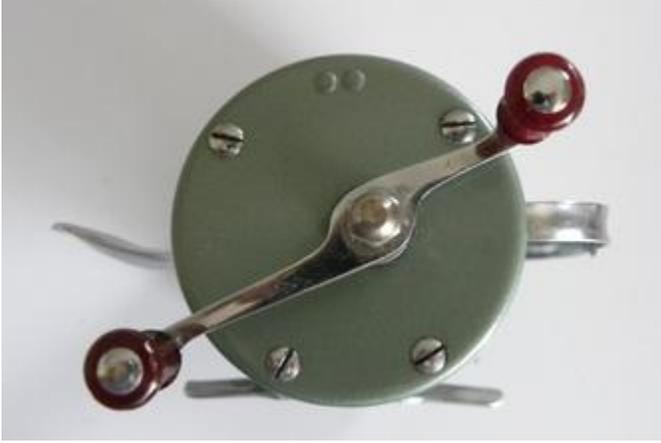
"Only seen pic's of several of these..all in red.. in 35 years of collecting and being a fishing sports writer.

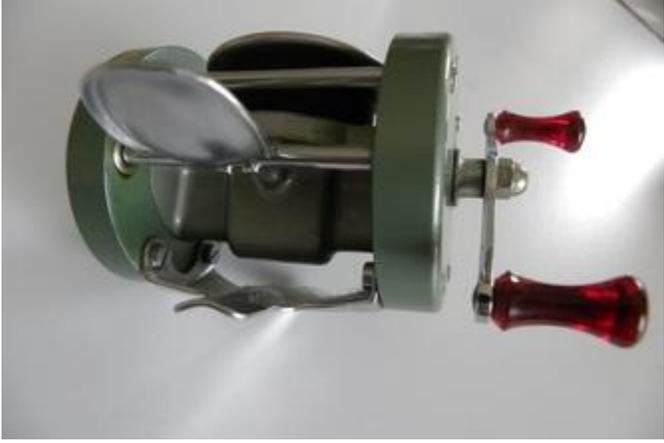
*(Since there is so little known about the company, this conversion from May 3rd, 2014, from ORCA's Reel Talk message board is all we have and may be a lead for those who wish to do further research.)*

**ST. CROIX,**

**STALDER INC. MERIT REEL,** here is an eye catcher, considered an "Odd Ball", these were made in California postwar. Probably made from scrap aluminum, not many seen. The reel is unmarked and a missing label on the box. Sold on Ebay for \$399.00. 8-15-13.

Pictures are courtesy of Daren Long Art.







**STANDARD MANUFACTURING COMPANY / GULF REEL COMPANY** (Dallas, 1946) Spurred by a WWII surplus of ball bearings, R. A Johnson decided he could manufacture fishing reels with his design abilities from his past, so he incorporated the Gulf Reel Company. He took his designs to Norman Oswald at Standard, and the partnership was born. The first reel was difficult to produce and the design was quickly changed a year later. Eventually, things went smoothly at 100 reels produced per day. Reels are found with a crest and and two jumping fish on the side plate. The use of the ball bearings was huge for marketing at the time. Model names were New Yorker, New York Expert (a rare narrow spool tournament reel), Airlite, Airlite Express, and Airlite Expert. After a decline in the cheap WWII surplus ball bearings, a merger was arranged between the companies in 1959 and production was stopped. (For more information, see ORCA Reel News back issue Summer of 1999.)

**STAR REEL WORKS CO.**, Star Reel Works of Birmingham, CT were manufacturers from 1898 to 1901. See also Hendrick, Augustus reels.

<http://hendrickreels.weebly.com/star-reel-works.html>

<http://www.antiquefishingreels.info/Articles/StarRW.pdf> (Courtesy of Steve Vernon)

**STARO** (Switzerland) The spinning reel was imported and sold by Specialty Imports, 4th Avenue, NY

**STEELITE,**

**STOCKFORD REEL CO.** of South Bend, IN was a manufacturer. There made only one style of reel. It was patented Nov. 15, 1910 (975,653) and the patented device was very similar to patent 488,408 granted to Julius Vom Hofe Dec. 20, 1882 for his "President" reel. It featured a shaft that extended through the center of the spool and was held in place with a nut on each end.

There were the two foot pillars and one pillar in the back to act as a thumbrest. There was a screw located in the center of the spool arbor for oiling the spool shaft which meant removing the line to oil it. The reel was very heavily nickel plated. There was a small diameter raised gear cover on the front of the reel. One version has Chicago markings instead of South Bend. (see photos)

Pictures are courtesy of Don Champion.



Picture courtesy of Brian Purrone



**STREAMLINER**, Rod and reel combinations have been designed as early as 1864 in an array of interesting designs. One of the cleverest is the Gentleman Streamliner of Chicago. Riding the heels of the recovery from the Great Depression, two Swedes in the general contracting business partnered with inventor Noble A. Nelson and some investors to set aside a room in 1945 for production of a rod and reel combination that would "end all backlashes." The system worked with a plastic roller at the front of the reel that is geared to a fiber gear inside the rear plate. The line is "wrung through the roller like clothes through a washing machine. The rollers can be tightened by a thumb screw. During forward motion, the wringer takes up whatever line comes off the spool in a backlash. The Streamliner had a great warranty, and the company even provided a "loaner" while your reel was being repaired, but one particular flaw would bring about the reel's demise. They soon found out that upon hooking an exceptionally large fish, the mechanism would freeze up. Designers were hoping a plastic model would solve the problem, but it was to no avail. One investor, Mr. Samuel Smedberg, was quoted as saying after a \$25,000 loss, "Oh, well, make a buck, lose a buck." (For more information on the "reel with the built-in thumb" see Dan Basore's *Reel News* back issue article in the 2000 holiday publication. (Information is from Dan Basore. Pictures 1 & 2 are courtesy of Rick Heitman. Pictures 3,4,5,& 6 are courtesy of Brian Purrone.







**STUART,**

**STUBBY,**

**STURDIBILT PRODUCTS CO.** of Newark, NJ were manufacturers from about 1908 to 1923 When they merged with Moskowitz & Herbach to become Ocean City.

**TALBOT WM. H. (1897-1903) / WM. H. TALBOT CO. (1904-1905) / WM H. TALBOT REEL COMPANY (1906-1913)** All from Nevada / **TALBOT REEL and MANUFACTURING COMPANY (1914-1921 - Kansas City) / TALBOT REEL RICHARDSON (1922-1926 - Chicago)** In blue as the variety of marks that can be confusing when finding dates to go along with reels. Some of them are educated guesses. Although the company was probably founded earlier, the first reel ads do not appear until 1897. William Talbot worked for a watchmaker like many of the early reel makers. It is suggested that some of the first reels were made specifically for tournament casting. The reels were very finely made, some even in sterling silver and he company was awarded patents for improved pillars and reel feet. The company was known for its exact tolerances and work with spiral gears. There was also an eye for beauty. Options for

gold plating and pearl handles were not out of the question, and the company made spool sizes to order. In 1914, operations were move to Kansas City where new employees were trained and business proceeded as usual, but Talbot was increasingly more interested in pursuing his jewelry business. In 1916, then, Talbot Reel and Manufacturing Company sold out to Leroy Harris, and Willaim was no longer with the company. It is not clear when or how the Richardson Reel Company of chicago entered the picture or if they simply assembled parts or tried to match the quality with their own production. In any case, there were no ads found after 1926 and few marked Richardson reels are found. Like other companies with expensive reel, WWII was a deal breaker with the glut of inexpensive reels soon on the market. The earliest reels were numbered in the single digits with an X after, and some higher quality later ones had double digits. Some of the named reels are Club, Comet, Ely, Mars, Meteor, and Niangua. Trade reels were made also, for Gus Habich, Schmelzer, Simmins, Vim, and VLA. There was also 2 sizes of fly reels named Ben Hur. One estimate is that Talbot made at least 15,000 reels, all of the finest quality. (For more information, see ORCA Reel News back issue, New Year 2000 article by Jim Brown) For pictures courtesy of Ron Gast, see <http://luresnreels.com/talbotkc.html>

## TELECAST,.

**TERRY, SILAS**, Terry Clock Co. of Waterbury, CT were manufacturers from 1871 to 1880 and from 1880 to 1882 in Pittsfield, MA. <http://www.antiquefishingreels.info/Articles/TerryReels.pdf> (Link is courtesy of Steve Vernon)

## THOMMEN (Record reels)

## THOMPSON,

## TRIMLINE,

## TROWBRIDGE,

**TRUE TEMPER**, TT was a old hardware maker who bought out Montague Rod Co., Ocean City Reel Co. and Bronson Reel Co., in the 1950s and 1960s. They continued selling the Montague rods with their TT name on them, still made at the Montague factory. The reels were to be sold with the original reel makers names on them up through the 1960s and slowly changed out their names and added theirs. Some of the reel trade names were Aristomatic, Coaster, Dynamic, High Tide, Lagoon, Lakeland, and Cascade. On the Bronson reels, the last Bronson name on a reel was 1967. In 1968 TT would print BT on the Bronson reels which stood for Bronson / True Temper. This would only happen for a couple years. They had Shakespeare make a few open faced spinning reels for them also for a short time. After that they started outsourcing their reels from Japan. To see some TT reel pictures and info about them see this site <http://www.bronsonreelphotos.com/> and look under "More Bronson Reels and Info, also TT" and click on True Temper and the Unispins.

TT stopped selling rods and reels in the 1970's. They are is still in business today selling their line of garden hardware!

TT has been bought and sold now many times, the current holder of the company is Griffon Corporation, see this site for the history of TT. <http://www.amestruetemper.com/about-us/our-history.aspx> R. E.

## TULLY, THOMAS CO (Duco, Perfect, Princess, Uniqua, St. George and Felton Crosswind reels)

**U.S. NET & TWINE CO.** of New York, NY was a mfg. from 1894 to 1898.

**UCO**

**UNION HARDWARE CO.,** was a mfg. in Torrington, CT from 1923 to 1960, sold many different reels, some only the box had the name and number, first picture is a different Samson reel than the next 4 pictures, next is a Sunny Brook, which is the most commonest found and then an unmarked Union Hardware! U. T. K. and Utica were name brands of Union Hardware. **Pictures are courtesy of Arne Soland, OR.** Last reel pictured is of another Union Hardware. This is an odd ball only marked UH it is an oval bakelite shape and the metal parts are of brass and painted black. It also has hinged jeweled end caps so they will not become lost, very scarce reel! **Last picture is courtesy of Jonathan Kring**







**U.S. Line & Twine Co.** of Manhattan, NY was a manufacturer associated with U.S. Net & Twine Co. of New York, NY. U.S. Twine & Net made mostly saltwater reels while the latter seemed to make fresh water reels.

**USTONSON, ONESIMUS**, London tackle maker who was making multiplying reels by 1770.

**UTICA**,

**UTILITY MANUFACTURING COMPANY (Utility Electric and Machine Works)**, (Wheeler, Oregon) The Master Kaster pump reel was patented in 1936 by Joseph Calvin Berry, but it appears to be the brainchild of Dr. Harvey Rinehart who was looking for a rod reel combination that his arthritic patients could use. The handle above the reel much like a foregrip that could be

"pumped" to retrieve line, and there is a "release" button to free line for casting. The two sizes, #2 and #3 are quite rare with only about 500 made with the #3 the rarest of the two. (For more information, see ORCA's Reel News back issue The New Year 2000, an article by Arne Soland)

**VERNLEY,**

**VERNON,**

**VOM HOFE, EDWARD,** of New York, NY was a mfg. from 1867 to 1940.

**VOM HOFE, FREDERICK & Son,** of Brooklyn, NY was a mfg. from 1867 to 1882.  
Perfection, picture is courtesy of J.S.



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**Vom Hofe, Julius of Brooklyn, NY.** was a mfg. from 1882 to 1939

Pictures are courtesy of Lang's.



**VOM HOFE, JULIUS,** of Brooklyn, NY was a mfg. from 1882 to 1939.

**WALKER, A. L. REEL CO.** (Farmingdale, N.Y.) High quality fly reels that had aluminum end rings and plastic side plates. (Pictures courtesy of Bill Graves)





**WALTCO PRODUCTS** (Chicago) Maker of the ny-o-lite reel, a gimmick by Dupont to promote the use of nylon. The spinning reel was made almost entirely of nylon, and came in combinations of three colors. For more information see the September, 2009, issue of the *Reel News* or Bill Sonnets's piece from Todd Larson's blog. <http://fishinghistory.blogspot.com/2012/10/deconstructing-old-ads-waltco-ny-o-lite.html>



**WEBER LIFELIKE FLY COMPANY** (Stevens Point, Wisconsin- 1921) After over a year as manager at Frost Fishing Tackle Company, Oscar L. Weber decided to make it on his own (with a number of investors) to form the Weber Lifelike Fly Company. They would eventually do so well that they would buy out Frost in a few years. Fly reels had names like Futurist, Kalahatch, and Henshall. Some were made of bakelite or cloth/glue composite substance. There was even an all-nylon reel called the Weberkraft.

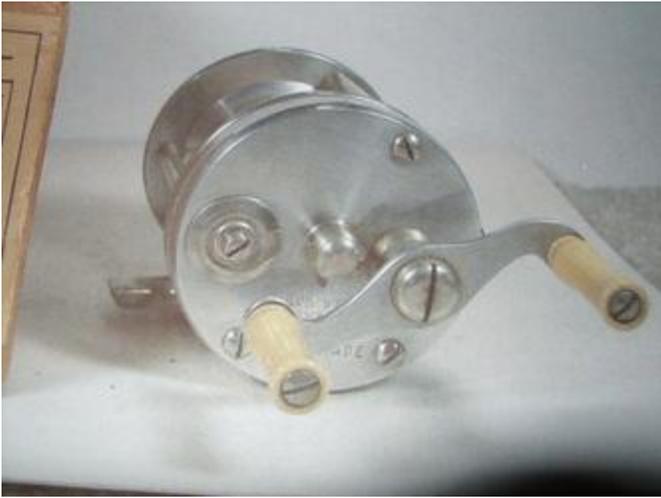
**WELCH, JACK**, over the years, Jack Welch served as a factory supervisor, reelsmith, reel designer, inventor and holder of several rod & reel patents, among other things. The early part of the 20th century saw him employed at both B.F. Meek & Sons and W.H. Talbot, where he no doubt learned a few things about high-grade reel production.

In 1919 he was hired by James Heddon's Sons to supervise their new reel making operations, where he would stay on until about 1931. During his tenure, Heddon produced some of the finest precision reels ever built, many of which were from Welch's own designs.

After leaving Heddon, Welch started producing his own line of hand-made casting reels, made solely in his basement workshop. He built both level-winding versions and non level-winding Tournament models, supplying many famous tournament casters of the period. They were of the highest quality, and coupled with the fact that production was very limited (only offered from about 1932-1936), are extremely valuable and sought-after by today's collectors.

**Research by Mark Williams.**





**WHEELER & MCGREGOR**, Milwaukee, Makers of the first level wind reel commercially available. (Pictures and information courtesy of Ron Gast.) <http://luresnreels.com/wheeler.html>

**WHITES AUTO FISHER**, Diamond City, Ark. The reel that looks like an automatic fly reel has a trigger that actually sets the hook letting the wound reel bring in the fish. It can be hung on a tree, log or anything near the water.

**WIBLY**, (All-aluminum fly reel, low quality - 1940's) A 1945 ad in the Milwaukee Journal by Burgharts for sporting goods listed the features of the reel. The reel and box are only stamped "Wilby." Company?

**WILLOUGHBY SHEET METAL COMPANY**, (Makers of the Willoughby Indiana style reel, Indianapolis) 1960-1985.

**WINCHESTER REPEATING ARMS CO**, (of New Haven, CT.) Known briefly as "H-I", this company went into manufacturing reels when they bought Hendryx in 1919 and continued until they sold the reel division to Horrocks & Ibbotson in 1931. Barney and Berry was one of the many names used on fishing tackle by Winchester Repeating Arms Co. Originally a 19th century Massachusetts producer of metal products, they were purchased by Winchester in 1919. Winchester stamped the Barney & Berry name on fishing products from 1924 until 1930. Armax was also a trademark of the Winchester Repeating Arms Co. and used on fishing tackle from 1922 until c1930. Most of the Winchester reels were available to sporting goods jobbers with the Armax label, so this trademark can be found stamped in fly reels, multipliers and salt water reels. Although identical to the Winchester models, Armax reels are usually worth quite a bit less than those marked Winchester. One identifying feature of Winchester-made reels is a fine line found under the yardage stamped on the foot of the many trade reels made by Winchester. Some of the known trade companies are: Pennell, Hendryx, UTK, Barney and Berry, Basscaster, Franklin, Crown, and Allcock Laight & Westwood. (For more information see ORCA Reel News back issue Winter 1995)

**Worden Belly Reel** (Yakima, Washington) The Belly Winder reel was first developed by Clarence G. Lindgren of Yakima, Washington. Lindgren patented his reel on November 6, 1948 (No. 2,574,216). The patent drawings and description shows a reel very similar to the finished product. It is unknown at this time if Lindgren ever produced his reel. The belly reel eventually ended up being produced by Bob Worden of Granger, Washington. Worden manufactured this reel and a series of spinning lures as the Yakima Bait Company.

**YAKIMA BAIT CO.** (1941) Makers of the Worden Belly Reel, a reel actually worn as a belt. The reel was designed by Clarence G. Lindgren of Yakima, Washington but was produced by Bob Wordon of Granger, Washington. The spool on your belt could hold a whopping 400 yards. All you had in your hand was the rod, and you could purchase a "Jimmy Green" rod with no seat that would be a match for the reel. With your reel handle at your belt, however, it would seem awkward especially for a large fellow. In ads the name given was the "Wordon Jet Cast Belt Reel," but the nickname "Belly Reel" seems to have stuck. The company was first founded in 1934 as Worden's Floating Spinner Company. Some information provided by the company's site where more details may be found. <http://www.yakimabait.com/company-info/about/> (Also see the Winter, 1999 back issue of ORCA's Reel News.)

**YALE METAL PRODUCTS CO.** (New York, NY, 1914) was a reel "branch factory" of Pequea Works of Strasburg, PA. What may be confusing, however, is that Yale reels were also made by other companies including Meisselback, Rochester, and Ocean City. It's difficult to categorize a company that is both a maker and distributor. Many of the reel names associated with the company have the word "King" in them, from Surf King to King Trolling Reel. Other names have "Yale" with them like Yale Gem Reel and Yale Casting Reel. The Good Luck name is another. (For more information, see ORCA Reel News back issue New Year 200 or pictures and in-depth information courtesy of Ron Gast) <http://luresnreels.com/yale.html>

**Yawman & Erbe** this company was bought out by Horrocks & Ibbotson in 1909

**YOUNG, J. W. & SONS** (Redditch) Manufactures of the Allcock Aerial and all of the "EX" reels, Gildex, Rapidex, Trudex, Windex, Seldex, and Landex. See complete history on J. W. Young's home page. <http://www.jwyoungs.co.uk/history.htm>

**ZERO HOUR BOMB CO.** Zebco: Z=Zero, E=Hour, B=Bomb, Co= Company, Tulsa Ok, R. D. Hull was hired by the Zero Hour Bomb Company in the 1947-48 time frame to design a working model of his new reel, a Closed Face reel that was named the Standard. It went into production on 13 May 1949 which was a Friday, so much for bad luck. In the first 50 years, the Zebco Reel Co. produced 220 million reels. The last reel produced at the Tulsa OK plant was the Red Rhino which took place on the afternoon of 2nd February 2001, only the folks at the plant that afternoon got one of an estimated 300 reels and each has the name of the person on their COA, (Certificate of Authenticity).

The Standard reel changed the face of fishing forever, as now Dad could and would take the Family fishing with him as he didn't have to spend the entire day taking bird nests out of a casting reel. So for the past 60+ years, most of us started out using a closed face rod/reel to begin our fishing fun. We will soon be on our 4th generation of young fisher persons the majority of which will start their fishing life with a closed face reel.

As was stated earlier the Standard reel was the first reel for Zebco then the model 22, 11, and in 1954 the Model 33 was introduced. In the first 33yrs that the 33 was made 22 million were produced. That is a lot of reels and there is a good number of them still catching fish.

In 1962 Zebco bought the Langley Reel Co. to expand its line of reel to include two casting reels the 310 and 330 and several spinning reels. Side note to this: The spinning reels sold by Abercrombie & Fitch prior to 1962 were produced by the Langley Reel Co. and after 1962 By Zebco Co. through the late 60's early 70's.

There are many many different models of the Zebco Reels: closed face, open faced spinning reels, casting reels. And even fly reels. The Zebco Cardinal reels were produced by ABU of Sweden and sold in the U.S under the name Zebco.

(Research and pictures are courtesy of Richard Braun - (The Zebco Guy) and Jim Madden. Also see ORCA Reel News back issue Fall of 2000 article by Paul Winstead.





**ZWARG OTTO COMPANY, (St. Petersburg, FL) 1899-1958** - A German dentist who immigrated to the U.S. in the 1920s. He took a temporary job as a machinist for the Edward vom Hofe Company in Brooklyn NY. He stayed at this reel making job and eventually worked his way up to foreman of the company's reel production. After the sale of the Edward vom Hofe Company in the 1940s, he purchased much of the vom Hofe machinery and tooling and started building reels with his own label in Brooklyn in 1946. At this time he also repaired Edward vom Hofe reels and refinished bamboo rods. In 1947 he moved to St. Petersburg, Florida, establishing the Otto Zwarg Co, where he continued in the machining business. The reels produced by Otto Zwarg are very similar to those of his old employer, Edward vom Hofe. They are very high

quality, and due to the limited number produced, they are certainly rarer than those of Edward vom Hofe. According to Zwarg collector and historian [Norm Pinardi](#), Zwarg reels can be dated by the letter prefix in the serial number. A=1946, B=1947, etc. At this time he also repaired Edward vom Hofe reels and refinished bamboo rods. In 1947 he moved to St. Petersburg, Florida, establishing the Otto Zwarg Co, where he continued in the machining business. At this time he was building fishing reels only as a minor part of the business. Although the company remained in business, no reels were produced after the death of Otto Zwarg. Photo of Maximo 6/0 courtesy of Briam Perrone.

