

Otto Zwarg
Custom Built
FISHING REELS





SOUTHWINDS CLUB

INC.

LAKE PLACID : FLORIDA

Otto Zwarg Co., Inc.
St. Petersburg, Florida

Attention: Mr. Otto Zwarg

Dear Otto:

It is with a warm sense of satisfaction that I write to congratulate you on the incorporation of the Otto Zwarg Company.

I know of no one so well equipped and qualified to carry on the great tradition of fine custom built reels and I take this opportunity to wish you and your associates the success your enterprise merits.

Sincerely yours,

Edwin C. vom Hofe

There are no other reels made in the world today that can be compared to "Zwarg" reels in workmanship, materials, the satisfaction of perfect fulfillment of the requirements of the sports fisherman. The owners of the Zwarg reels not only have the pride of possession but the confidence that their equipment will meet every demand.

The hard rubber side disks of our reels are turned on our specially constructed lathes from blocks of solid gutta percha. Excepting for the working parts of the reel, all parts are made of the finest non-corrosive white metal. There is no plating used and the reel can be kept in new condition and appearance indefinitely by buffing. This is impossible on other reels which use plated metal. Tobin bronze bearings are used throughout. The ease of action and strength of our over sized bronze gears are noteworthy. Through the center of the bronze axels is a crucible steel drill rod which form the pivots. The hand cut screws are counter-sunk, giving a finished appearance worthy of the mechanical perfection of the reel. The star drag can be regulated to any desired pressure easily and instantly and is the smoothest and most dependable drag made. The free spool and click-drag have rim controls which cannot be snagged or cause injury to fingers. The sliding disks which cover the oil cups on either side of the reel require no tools and cannot be lost.

SPECIAL PRESENTATION REELS

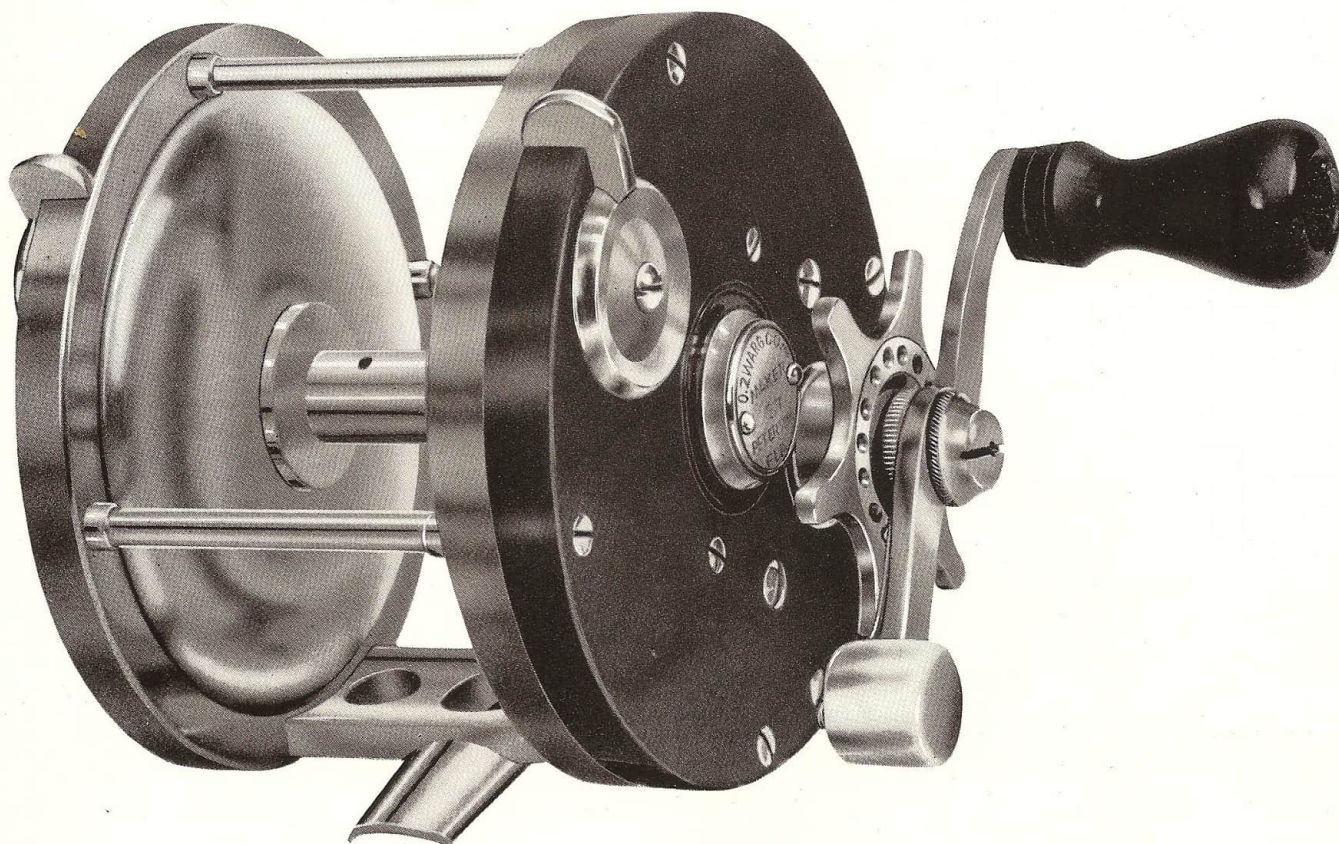
There can be no finer gift for a sportsman than an Otto Zwarg reel—the finest in the world. Reels for presentation can be obtained with an engraved 10K solid gold or sterling silver name plate, permanently inset in the side disk. Orders for presentation reels should be made well in advance of date of presentation. Please add fifty dollars to regular price for gold or forty-five dollars for sterling silver name plate. This cost includes engraving.

Otto Zwarg "MAXIMO"

CUSTOM BUILT TARPON, TUNA AND SAILFISH REELS

This reel has been named for Maximo Point—the southwestern extremity of St. Petersburg, Florida. Maximo Point has been a famed fishing spot since Antonio Maximo, the first settler, established a "fish ranche" on the point in 1843.

This model is the ultimate for general salt water fishing. For tarpon, sailfish, tuna, marlin and other heavy gamesters, it cannot be excelled. Adjustable tension star drag; handle cannot turn backward, making injury to hands impossible. Free spool, rim control on right side of reel. Oil cups on either side for complete lubrication.

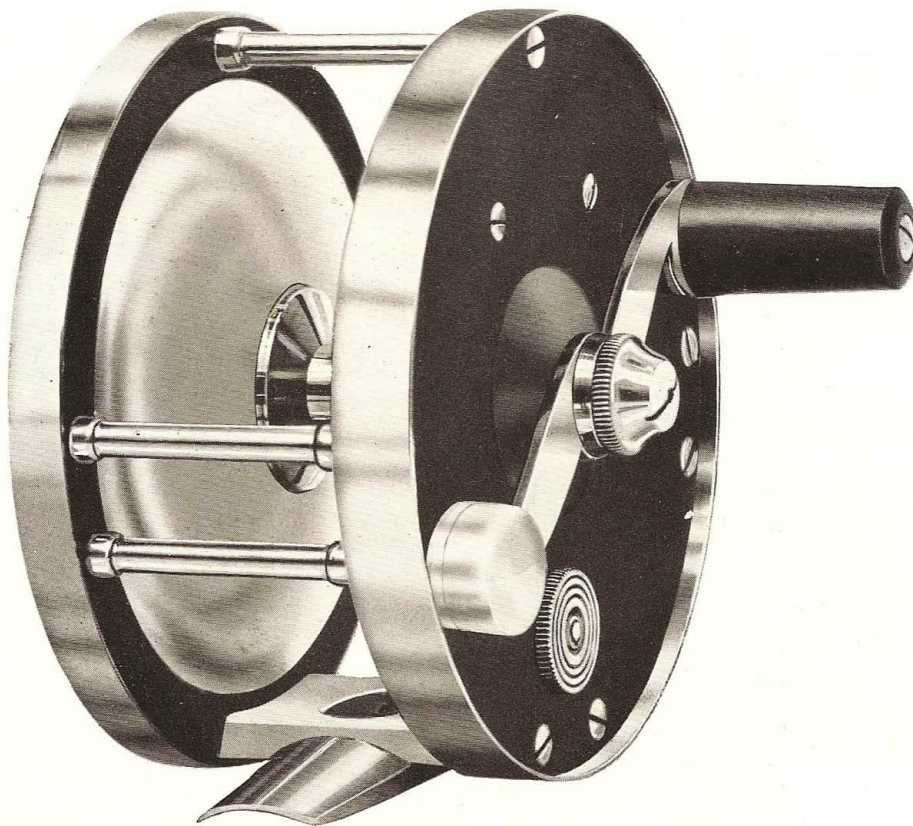


No.	Size	Diameter	Width of Spool	Weight
600	1/0	3-1/8 Inches	1-1/2 Inches	19 Ounces
	2/0	3-3/8 Inches	1-3/4 Inches	23 Ounces
	3/0	3-5/8 Inches	1-7/8 Inches	26 Ounces
	4/0	3-7/8 Inches	2-1/8 Inches	31 Ounces
	6/0	4-1/4 Inches	2-1/4 Inches	37 Ounces

Otto Zwarg "SAGUENAY"

CUSTOM BUILT SALMON AND GRILSE REELS
(Single Action)

Named in honor of the celebrated salmon river, the "SAGUENAY" is offered to the world's most particular and demanding angler, the salmon fisherman. Mr. Otto Zwarg has made these reels to order for many years for sportsmen in all parts of the world. They are made with a two toned back sliding click, the use of which is optional with the angler. The adjustable tension drag on the left side of the reel can be changed at will while playing a fish. Rolling bars protect the enamel on lines.



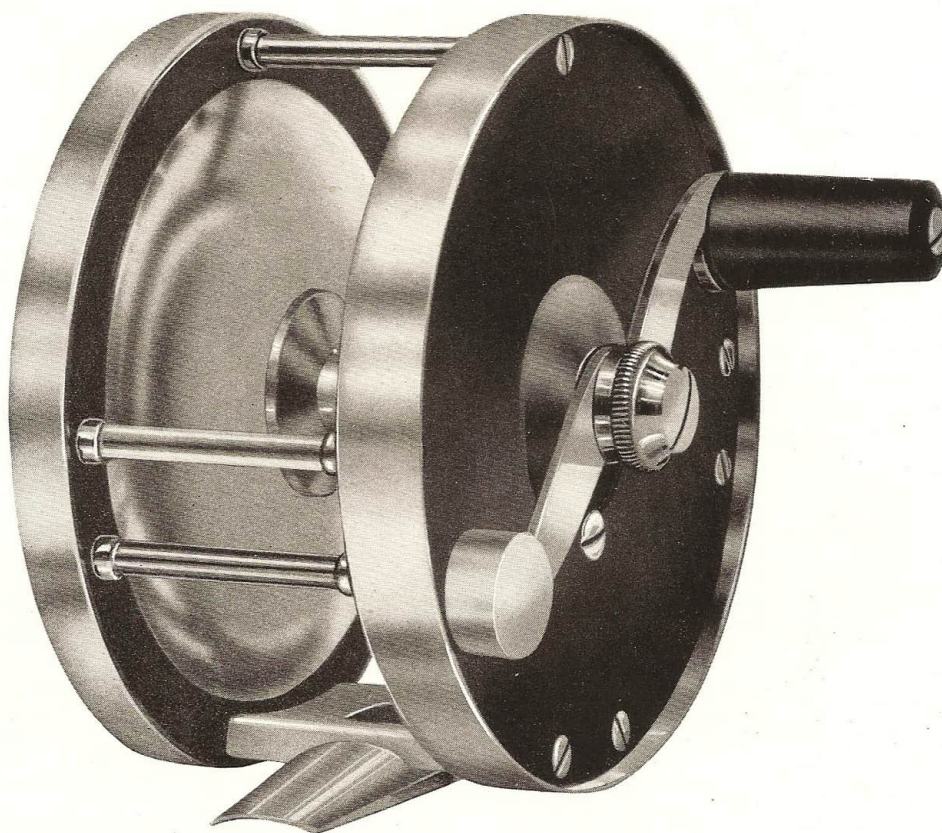
No.	Size	Diameter	Width of Spool	Weight
300	1/0	3-1/8 Inches	1-3/16 Inches	7-1/4 Ounces
	2/0	3-3/8 Inches	1-3/8 Inches	9-1/2 Ounces
	3/0	3-5/8 Inches	1-7/16 Inches	11-3/4 Ounces
	4/0	3-7/8 Inches	1-11/16 Inches	13-1/2 Ounces
	6/0	4-1/4 Inches	1-3/4 Inches	16 Ounces

Otto Zwarg "LAURENTIAN"

CUSTOM BUILT SALMON AND GRILSE REELS

(Multiplying Action)

These reels are the same in every respect as the "SAGUENAY" excepting that instead of being single action, they are multiplying. The spool revolves two times for every turn of the handle. They are most efficient when used with the shorter and lighter rods because a more speedy recovery of line is possible.



No.	Size	Diameter	Width of Spool	Weight
400	1/0	3-1/8 Inches	1-3/16 Inches	7-1/2 Ounces
	2/0	3-3/8 Inches	1-3/8 Inches	10-1/2 Ounces
	3/0	3-5/8 Inches	1-7/8 Inches	12-1/4 Ounces
	4/0	3-7/8 Inches	1-11/16 Inches	14-1/2 Ounces
	6/0	4-1/4 Inches	1-3/4 Inches	16-1/2 Ounces

ACTUAL LINE CAPACITIES OF **Otto Zwarg** REELS

No. 300 "SAGUENAY"
and
No. 400 "LAURENTIAN"

Size

- 1/0 30 yards C enameled silk or 30 yds. D with 100 yds. H silk dummy.
- 2/0 30 yards C enameled silk with 100 yds. No. 6 linen dummy
- 3/0 (42 yards C enameled silk with 100 yds. No. 6 linen dummy
30 yards C enameled silk with 150 yds. No. 6 linen dummy)
- 4/0 (42 yards C enameled silk with 150 yds. No. 9 linen dummy
42 yards B enameled silk with 100 yds. No. 9 linen dummy)
- 6/0 (42 yards B enameled silk with 175 yds. No. 9 linen dummy
42 yards A enameled silk with 100 yds. No. 9 linen dummy)

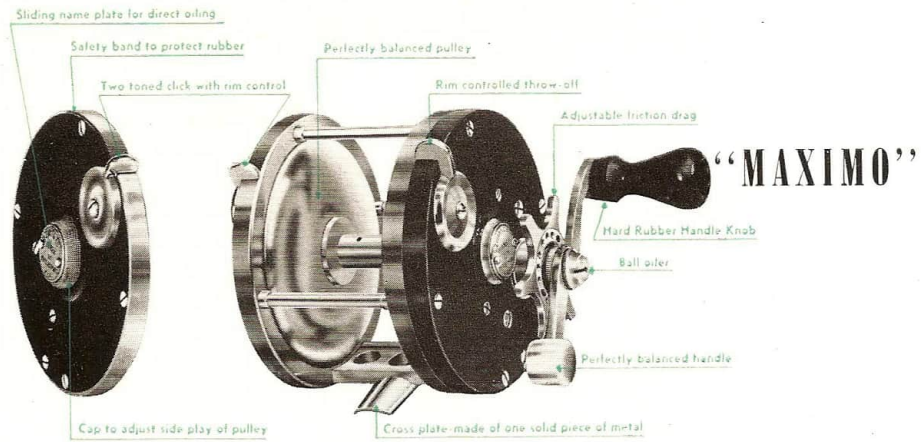
No. 600 "MAXIMO"

Size

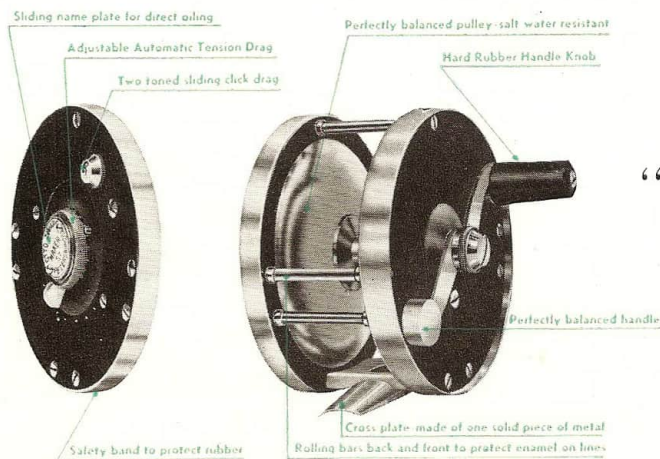
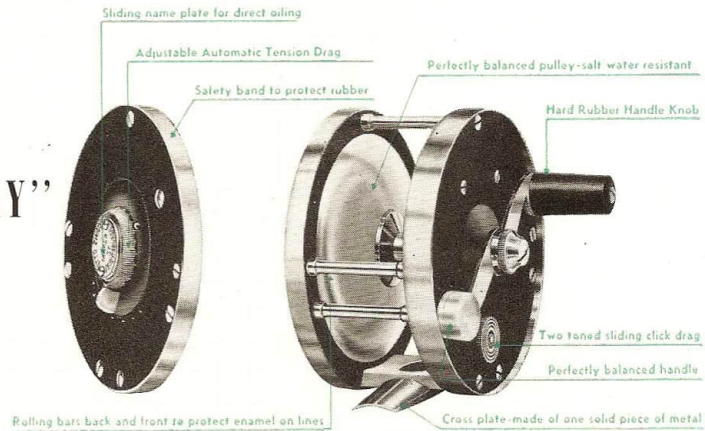
- 1/0 300 yards No. 6 or 200 yds No. 9 or 150 yds. No. 12 Linen Line
- 2/0 300 yards No. 9 or 200 yds. No. 12 or 150 yds. No. 15 Linen Line
- 3/0 300 yards No. 12 or 200 yds. No. 15 or 150 yds. No. 18 Linen Line
- 4/0 300 yards No. 15 or 200 yds. No. 21 Linen Line
- 6/0 300 yards No. 18 or 200 yds. No. 24 Linen Line

GUARANTEE

Our reels are unconditionally guaranteed against any defect in material or workmanship. We suggest that reels be returned to us periodically for complete cleaning. They will be returned to you in absolutely new condition and appearance. Charges for this service are very reasonable. Do not attempt to take the reel apart yourself or trust it to incapable reel repair men. This is the world's finest custom built reel and deserves the affectionate care true sportsmen will give it. Every reel is serially numbered and registered in the owner's name.



"SAGUENAY"



"LAURENTIAN"

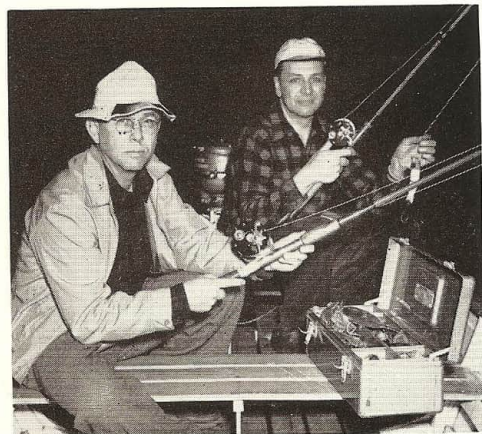
MEET THE MAKERS

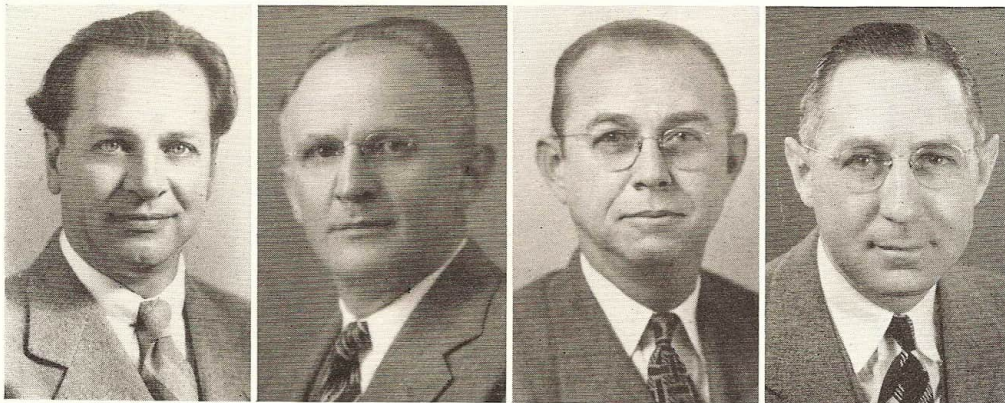
The Zwarg reels are made by sportsmen for sportsmen. The making of custom built fishing tackle is a small business and the owners have every intention of keeping it so. Mass production methods can not produce the ultimate in fishing tackle and we will not compromise with quality.

Dorsey Whittington, President of Otto Zwarg Co., Inc., is known almost as extensively as a big game angler as an international figure in the world of music. Dr. Whittington has toured throughout the world as a concert pianist but he has not allowed his artistic activities to interfere too much with his fishing trips. As a boy he fished at Catalina Island with such sportsmen as Zane Grey, Dr. Charles Frederick Holder, David Starr Jordan and Ralph Bandini. Brought up in the tradition of the Tuna Club he early became an advocate of light tackle and with it has made many notable catches of tarpon, tuna, marlin and sailfish. He has also done extensive fresh water fishing in Europe as well as all over America.

Otto Zwarg, vice president and treasurer, who is in charge of production, was for many years the head craftsman of the old Edward vom Hofe Company. For several years he has independently made Zwarg reels for the most distinguished sportsmen in the world, as well as for Abercrombie & Fitch and William Mills & Sons in New York. Scores of unsolicited letters to Mr. Zwarg from well known sportsmen the world over, expressing highest satisfaction and commendation are in our files. The uncompromising integrity of Mr. Zwarg's craftsmanship and his untiring devotion to the highest standards is your guarantee of continued perfection in reel construction.

Dorsey Whittington and E. G. Fitzgerald starting out from Maximo Point in skiff for tarpon on light tackle.





Dorsey Whittington
President

Otto Zwarg
Vice Pres. and Treas.

E. G. Fitzgerald
Vice President

W. G. Pforr
Vice President

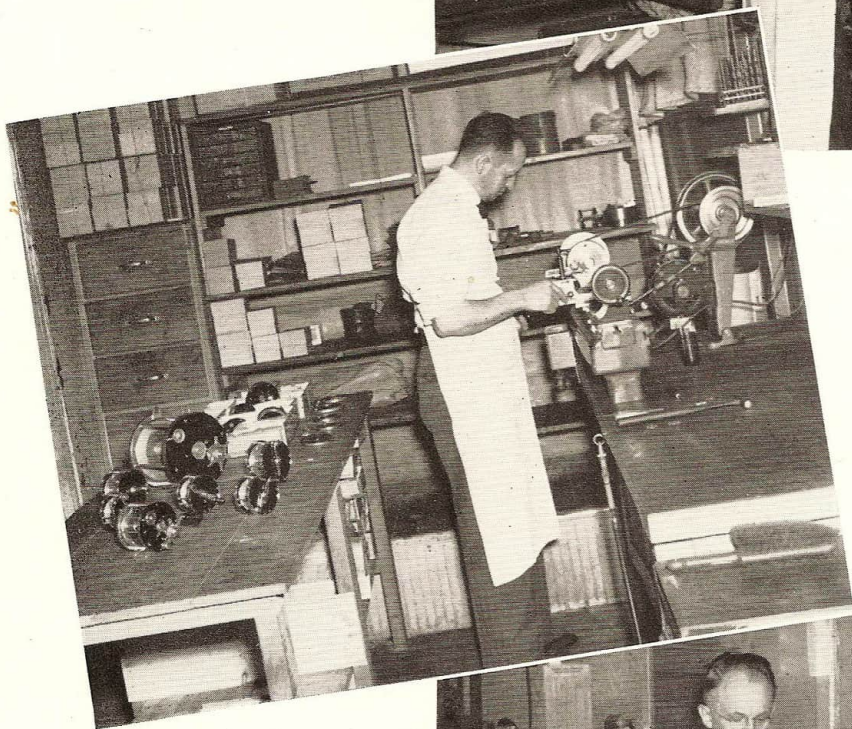
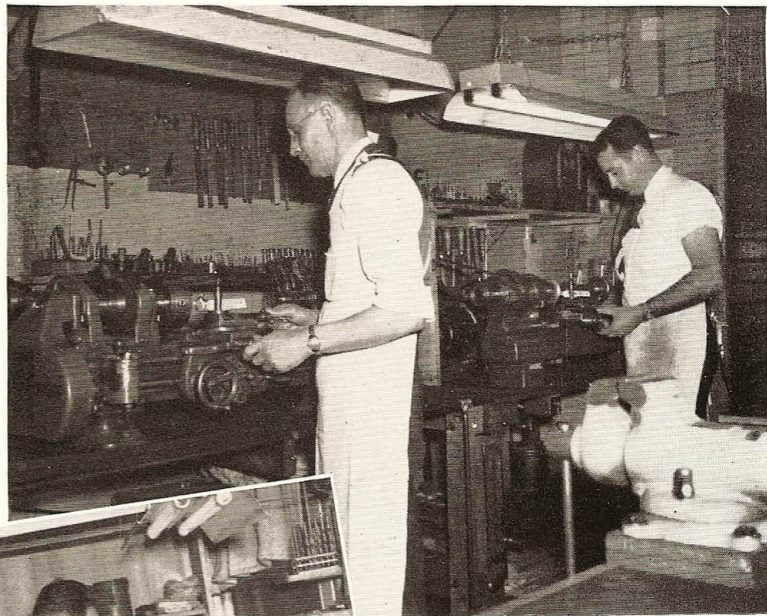
Eugene G. Fitzgerald, vice president, is Southern Salesmanager of L. G. Balfour Company. He is known throughout the South as a sportsman with rod and gun and most of the varieties of Florida salt water game fish have been conquered by his light rods and "Zwarg" reels.

Wilbur G. Pforr, vice president and distributor for New York and the east, is salesmanager for L. G. Balfour Company in the metropolitan New York area. His experience in fishing has been widely varied in New England as well as Florida waters.

Martha Zwarg is the secretary of the Otto Zwarg Company, Inc. Mrs. Zwarg has been associated with her husband in the fishing tackle business for many years and through correspondence has a host of sportsmen friends throughout the world.

These are the sportsmen who are responsible for the continued standards of the "ZWARG" reels. With these men this enterprise is much more than a business, it is an expression of their love for the world's grandest sport and their desire for the continued growth and education of anglers in taking fish by true sporting methods and with real sporting equipment. Their cordial greeting to brother sportsmen and best wishes for many tight lines and golden memories.

Otto Zwarg craftsmen at their lathes. Every part in the Otto Zwarg reel is precision built.



Putting the finishing touches on the side plate of a salmon reel.

Otto Zwarg supervises the adjustment of star drag on 12/0 reel. Every reel is individually tested and adjusted to insure perfection.



REEL REPAIR

We specialize in repairing fine reels. Your old Edward vom Hofe reels will be returned to you in absolutely new condition after being serviced by the master craftsmen who originally made them by hand. Your fine reels deserve the best of care and should be sent in once each year to be checked and thoroughly cleaned. Send your reels insured by parcel post or express prepaid, with letter advising date of shipment, direct to our factory, 635 First Avenue South, St. Petersburg, Florida.

ROD REPAIR

A good rod should give long service with reasonable care. It should be kept well varnished so that dampness cannot be absorbed, which will cause the rod to rot. Our craftsmen will take off the varnish down to the bare wood, replace the guides and re-wind with the finest silk thread especially made for fishing rods. The rods will be returned to you in absolutely new appearance.

INFORMATION BUREAU

We maintain an information bureau for the benefit of our sportsmen friends. We can give you authentic information about where to go, when to go, where to stay, tackle required, fishing facilities available and approximate cost. Information is available for the entire state of Florida, the Atlantic Coast, California, and Mexican waters, as well as the salmon rivers, trout streams and lakes of the entire United States and Canada.



Otto Zwarg COMPANY, INC.

FACTORY

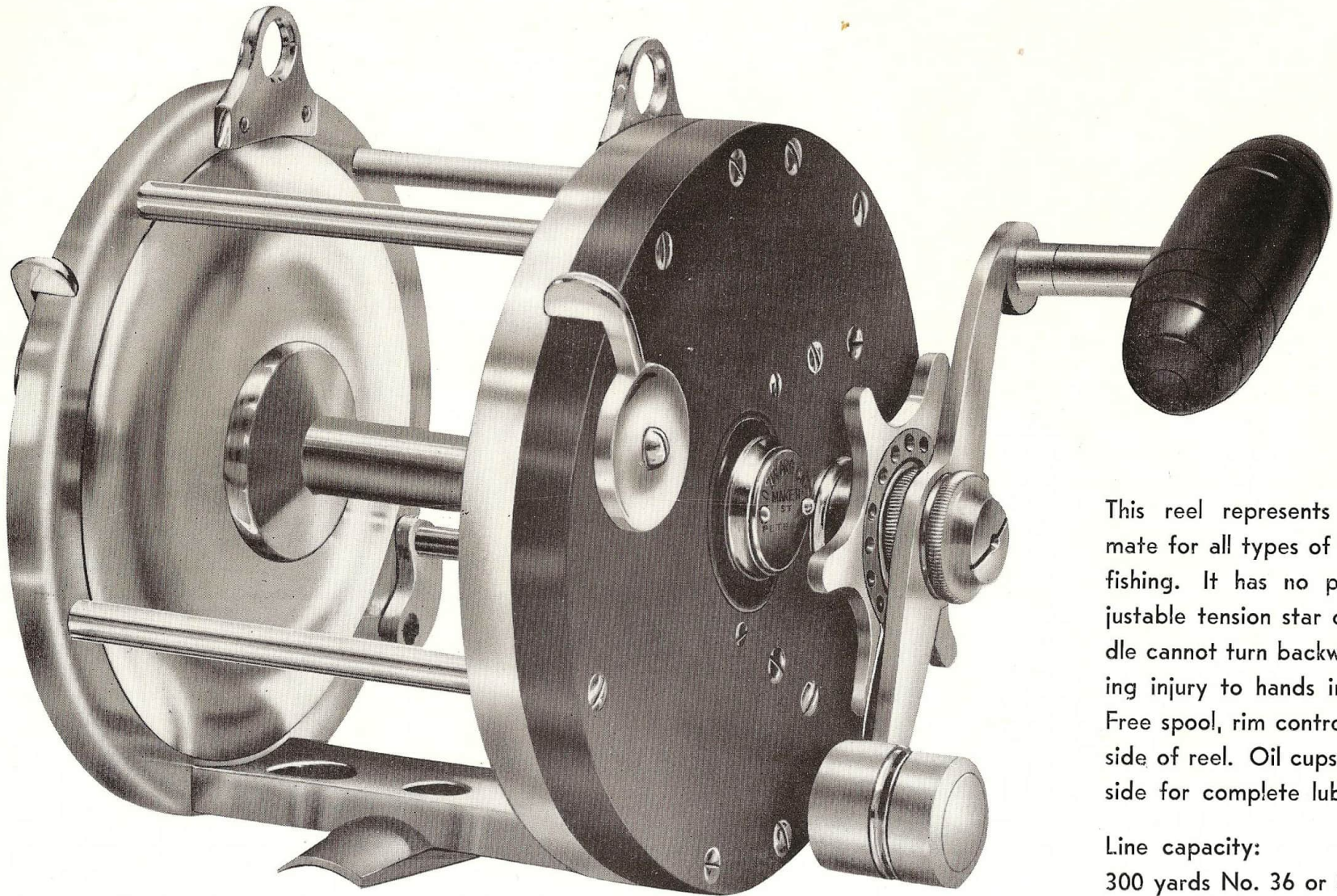
635 First Ave., South
P. O. Box 239
St. Petersburg, Fla.

NEW YORK OFFICE
535 Fifth Avenue
New York 17, N. Y.

BIRMINGHAM OFFICE
108½ North 22nd St.
Birmingham 1, Ala.

Otto Zwarg "MAXIMO"

... CUSTOM BUILT MARLIN, TUNA, AND SHARK REEL



No.
600

Size
9/0

Diameter
5 Inches

Width of Spool
3 1/8 Inches

Weight
56 Ounces

This reel represents the ultimate for all types of big game fishing. It has no peer. Adjustable tension star drag; handle cannot turn backward, making injury to hands impossible. Free spool, rim control on right side of reel. Oil cups on either side for complete lubrication.

Line capacity:
300 yards No. 36 or 500 yards
No. 24 Otto Zwarg Linen Line.

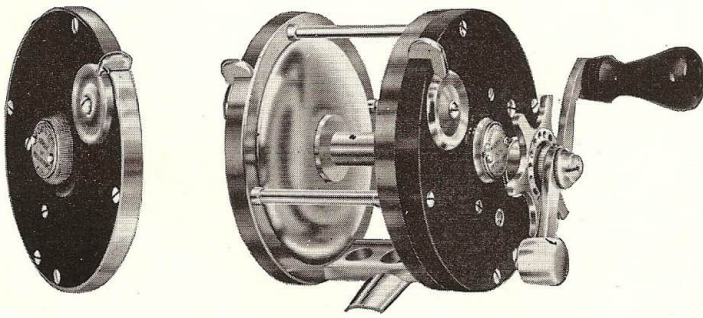
Built by OTTO ZWARG COMPANY, Inc., St. Petersburg, Florida

Otto Zwarg

Custom Built Salt Water and Salmon Reels

PRICE LIST

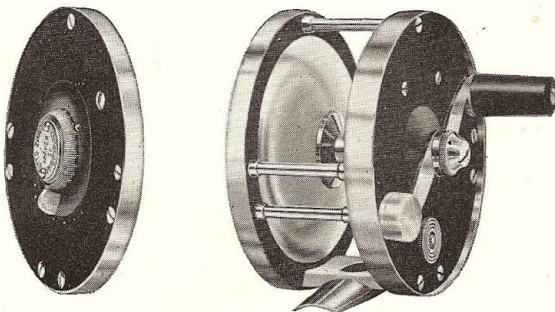
Effective April 1, 1949



"MAXIMO"

Salt Water Reel

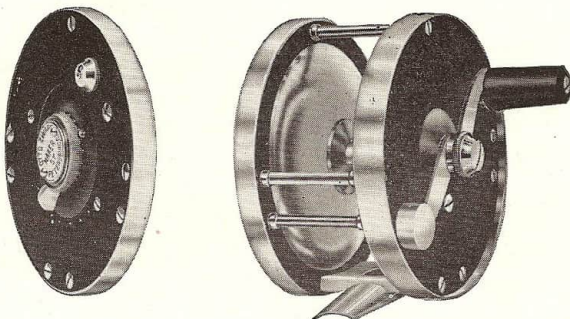
Size	Price (Inc. Fed. Tax)
1/0	\$110.00
2/0	115.00
3/0	120.00
4/0	130.00
6/0	140.00
9/0	200.00
Counter brace for 9/0	7.50



"SAGUENAY"

Single Action Salmon Reel

Size	Price (Inc. Fed. Tax)
1/0	\$70.00
2/0	75.00
3/0	80.00
4/0	85.00
6/0	90.00



"LAURENTIAN"

*Multiplying Action
Salmon Reel*

Size	Price (Inc. Fed. Tax)
1/0	\$ 85.00
2/0	90.00
3/0	95.00
4/0	100.00
6/0	105.00

Otto Zwarg COMPANY, INC.

FACTORY
635 First Ave., South
St. Petersburg, Fla.



Otto Zwarg

*Highest Quality
Linen Line*

Otto Zwarg & CO.

635 First Avenue, South
P. O. Box 239
ST. PETERSBURG, FLORIDA

PRICE LIST

Otto Zwarg

HIGHEST QUALITY LINEN LINE

Natural Color — Olive Green

Hand Laid — 50's Lea — Wet Test — 3 lbs. per Thread

Meets All Fishing Club Specifications

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This line is **not machine twisted**, but is hand laid. It is made in a line walk—a long building in which the threads of the line are stretched the full length of the line. Every thread is the same length. We use the **highest quality imported linen yarn**. The lines are perfectly balanced, will not absorb excessive water and are less liable to kinking than ordinary line. These lines are **guaranteed** not to have any weak spots. No preparation is used to make them smooth by filling the twist. Our lines are the finest it is possible to manufacture.

PRICE LIST

Otto Zwarg LINE

MAY 1, 1948

Threads	6	9	12	15	18	21	24	27	36	39
50 yds.	1.10	1.21	1.32	1.54	1.76	2.09	2.42	2.64	3.52	3.85
100 yds.	2.20	2.42	2.64	3.08	3.52	4.18	4.84	5.28	7.04	7.70
150 yds.	3.30	3.63	3.96	4.62	5.20	6.27	7.26	7.92	10.56	11.55
200 yds.	4.40	4.84	5.28	6.16	7.04	8.36	9.68	10.56	14.08	15.40
250 yds.	5.50	6.05	6.60	7.70	8.80	10.45	12.10	13.20	17.60	19.25
300 yds.	6.60	7.26	9.24	9.68	10.56	12.54	14.52	15.84	21.12	23.10
400 yds.	8.80	9.60	11.88	12.76	14.08	16.70	18.36	21.12	27.16	30.80
500 yds.	11.00	12.10	14.52	15.40	17.60	20.90	24.20	26.40	35.20	38.50