

## One-Year Limited Warranty

Bass Pro Shops® will repair or replace (at our discretion) any Johnny Morris reel which proves to be defective in workmanship or materials within one year from the original date of purchase. You must save your dated sales receipt for warranty validation. This warranty gives you special legal rights, and you may have other rights which vary from state to state.

### For reels purchased through our catalogs or Bass Pro Shops® online:

*For reel replacement only:* Return your reel **postage prepaid with your dated sales receipt** to the Return Center address listed on your receipt.

*For reel repair only:* Return your reel **postage prepaid with a copy of your dated sales receipt** as proof of purchase and warranty validation to the Outdoor World Rod & Reel Repair address listed under Care and Lubrication.

### For reels purchased through Bass Pro Shops® retail locations:

*For reel replacement only:* Return your reel (**postage prepaid if sending by mail**) to the store from which it was purchased along with your dated sales receipt.

*For reel repair only:* Return your reel **postage prepaid with a copy of your dated sales receipt** as proof of purchase and warranty validation to the Outdoor World Rod & Reel Repair address listed under Care and Lubrication.

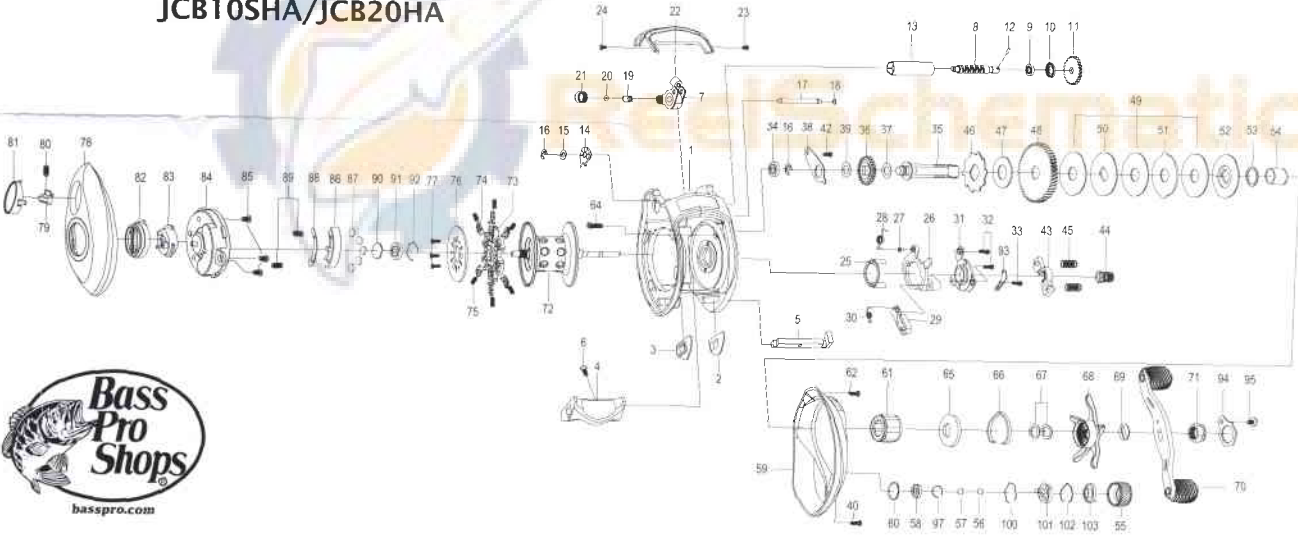
This warranty does not cover lost parts, malfunctions or damage due to abuse, accidents, normal wear, or cleaning and relubrication required due to the owner's failure to provide reasonable and necessary maintenance.

Repairs needed to your reel due to abnormal use, modification, or reels past the one-year warranty period are available, for a reasonable charge, providing the reel is returned **postage prepaid**, from Outdoor World Rod & Reel Repair.

Except to the extent prohibited by applicable law, there are no warranties or conditions, express or implied, other than those expressly set out herein. Bass Pro Shops® shall not, under any circumstances, be liable for an amount greater than the actual purchase price of the product nor for any special, incidental or consequential damages suffered or incurred in connection with the product and Bass Pro Shops® does not assume, and does not authorize any person to assume for it, any obligation or liability other than those expressly set out herein.

*Johnny Morris* CARBON BLACK

JCB10HA/JCB10SA  
JCB10SHA/JCB20HA



NO.	PART NAME	NO.	PART NAME	NO.	PART NAME	NO.	PART NAME	NO.	PART NAME	NO.	PART NAME
1	FRAME ASSEMBLY	17	PILLAR	33	CAM PLATE SCREW (B)	50	DRAG WASHER (D1)	67	SPRING WASHER	83	SLIDE CAM
2	CLUTCH BAR PLATE (A)	18	O-RING	34	BALL BEARING	51	DRAG WASHER (A)	68	STAR DRAG ASSEMBLY	84	SPOOL COVER ASSEMBLY
3	CLUTCH BAR PLATE (B)	19	LINE GUIDE PAWL	35	CRANK SHAFT	52	DRAG WASHER (D2)	69	HANDLE WASHER	85	SPOOL COVER SCREW(*3)
4	CLUTCH BAR ASSEMBLY	20	SPACER(OPTIONAL)	36	IDLER(L)	53	SLEEVE WASHER	70	HANDLE ASSEMBLY(INCL 2B/B)	86	MAGNET HOLDER
5	CLUTCH LINK	21	PAWL CAP	37	IDLER(L) WASHER (A)	54	SLEEVE	71	HANDLE NUT	87	MAGNET(*5)
6	CLUTCH BAR SCREW	22	FRONT COVER	38	BEARING PLATE	55	CAST CONTROL CAP	72	SPOOL ASSEMBLY(INCL 1B/B)	88	MAGNET HOLDER PLATE
7	LINE GUIDE ASSEMBLY	23	FRONT COVER SCREW (A)	39	IDLER(L) WASHER (B)	56	TENS/KW WASHER	73	BRAKE SHOE HOLDER	89	MAGNET HOLDER SPRING(*2)
8	WORM SHAFT	24	FRONT COVER SCREW (B)	40	RIGHT SIDE COVER SCREW(B)	57	WASHER(F/R P)	74	BRAKE SHOE(WHITE)(*6)	90	WASHER(F/R P)
9	BALL BEARING	25	YOKE HOLDER	42	BEARING PLATE SCREW	58	BALL BEARING	75	BRAKE SHOE SPRING(*6)	91	BALL BEARING
10	WORM SHAFT BUSHING (A)	26	CLUTCH CAM	43	PINION YOKE	59	RIGHT SIDE COVER ASSEMBLY	76	BRAKE HOLDER PLATE	92	BEARING RETAINER
11	IDLER(S)	27	CLUTCH SPRING BUSHING	44	PINION GEAR	60	O-RING	77	BRAKE HOLDER PLATE SCREW(*3)	93	CLUTCH SPRING HOLDER
12	WORM SHAFT PIN	28	CLUTCH SPRING	45	PINION YOKE SPRING(*2)	61	ONE WAY CLUTCH	78	LEFT SIDE COVER	94	HANDLE NUT RETAINER
13	LINE GUIDE PIPE	29	RETURN PAWL	46	RATCHET	62	RIGHT SIDE COVER SCREW(A)	79	LOCKING PIN	95	HANDLE NUT RETAINER SCREW
14	WORM SHAFT BUSHING (B)	30	RETURN PAWL SPRING	47	RATCHET WASHER	64	RIGHT SIDE COVER SCREW (C)	80	LOCKING PIN SPRING	97	BEARING RETAINER
15	WORM SHAFT WASHER	31	CAM PLATE	48	DRIVE GEAR	65	CLICK PLATE	81	PUSH BUTTON ASSEMBLY	100	RETAINER
16	E-RING	32	CAM PLATE SCREW (A)(*2)	49	DRAG WASHER (L)	66	CLICK LEAF SPRING	82	CONTROL DIAL ASSEMBLY	101	CLICK SPRING HOLDER



## Where function and feature meet....

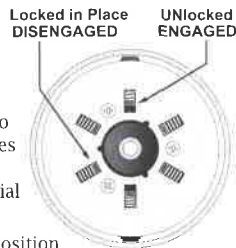
The all new Johnny Morris baitcast reel is unlike any other reel ever produced by Bass Pro Shops®. It combines a 1-pc. aluminum frame, aluminum gear side cover and hood, ergonomically shaped low profile design, externally adjustable Dual Braking System, double anodized-machined aluminum spool, Powerlock™ instant anti-reverse, and a 10 bearing system.

### Reel Specifications

Model	Weight	Gear Ratio	Maximum Drag Power	Line Capacity	Line Recovery
JCB10HA	9.1oz.	6.4:1	14 lb.	12 lb./120 yds.	28"
JCB10HLA*	9.1oz.	6.4:1	14 lb.	12 lb./120 yds.	28"
JCB10SA	9.1oz.	5.4:1	14 lb.	12 lb./120 yds.	23"
JCB10SHA	9.1oz.	7.1:1	14 lb.	12 lb./120 yds.	31"
JCB10SHLA*	9.1oz.	7.1:1	14 lb.	12 lb./120 yds.	31"
JCB20HA	9.3oz.	6.4:1	14 lb.	12 lb./160 yds.	28"

\*Left-hand model

The brake is in the disengaged (off) position when the brake shoes are locked in place and cannot move when the spool spins. When the brake shoes are in the engaged (on) position they are free to slide out toward the spool ring which causes friction. This friction helps slow down the spool's rotation which helps reduce potential back-lashing.



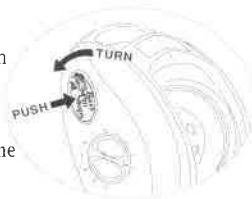
It is best to start with 2 shoes in the on position that are opposite one another. You can also control the rotation of the spool by applying magnetic force to the spool with the dial located on the outside of the palming side-plate.

### Star Drag

The large drag discs provide a smooth flow of line at any setting. The star drag is located just under the reel handle. To adjust, simply turn forward to tighten. On left-hand models, turn forward to loosen.

### Removal of the Palming Side-Plate

To remove the palming side-plate, push in the Bass Pro Shops medallion (located in front of the control dial) and twist the side-plate down. To replace the side-plate, place the side-plate in the frame and twist upward until it locks in place.



## Features and Operations Instructions

### 1-Piece Aluminum Frame, Gear Side Cover and Spool

The 1-pc. aluminum frame has been anodized to protect against corrosion. To ensure precise gear alignment, the frame, gear side cover and hood have been made from aluminum which resists warping created by torque. The machined-aluminum spool is perforated with holes to reduce weight and to help improve casting distance.

### Cast Control Knob

The cast control knob is located on the handle side under the star drag. Its purpose is to apply continuous friction to the end of the spool shaft, assisting the centrifugal brake system in maintaining the correct spool speed to prevent backlashes.

To set the cast control, tie on your lure and reel it to the tip of the rod. Tighten the knob until it feels snug. Push the thumb bar. Your lure should not move. Hold the rod at a 2 o'clock position and slowly turn the knob counter-clockwise until the lure starts to fall. Let the lure hit the ground and watch the spool. The spool should not spin more than one revolution after the lure hits the ground. If it spins more than one revolution, tighten the cast control knob and repeat the procedure. If the spool does not spin after the lure hits the ground, the cast control is set too tight. Loosen the knob and repeat the procedure.

### Powerlock™ Instant Anti-Reverse

This is a special type of bearing that allows the handle to only turn forward. There is no play in the handle, so you have complete control during the retrieve and no loose feeling which is important in stop-and-go retrieves.

### Externally Adjustable Dual Braking System

Your Johnny Morris reel is equipped with a Dual Braking System. It uses both a centrifugal brake system as well as an externally adjustable magnetic brake system. The braking system is used to help control backlash during a cast. If you remove the palming side-plate, you'll see a flat disk attached to the spool assembly. Six brake shoes within a flat disk attached to the spool assembly function as a centrifugal brake.

## Care and Lubrication

Your new Johnny Morris reel is designed to provide years of dependable service. Like any other precision machine, periodic cleaning and maintenance is required for continued peak performance.

Reels made today require both a lightweight oil and grease to be used. Oil and grease should be used sparingly; too much can have a negative impact on reel performance. There are lightweight oils and greases made specifically for fishing reels.

Oil should be applied to all bearings, the worm gear and the crank shaft. Grease should be applied to the drive gears, crank gears, the pinion gear and all bushings.

We do not recommend using any multi-purpose oil. Many of these oils have properties that will attract dirt and dust to the internal parts. This may cause excessive wear and reduce the life of the reel. After each trip the reel should be checked for dirt or sand. If it has been exposed to saltwater, the spool should be removed and the entire reel rinsed with water. Dry with a soft cloth and lubricate the reel as described above.

**For professional cleaning and maintenance send your reels postage prepaid to:**

Outdoor World Rod & Reel Repair  
2300 E. Turner, Suite M  
Springfield, MO 65803

Phone (417) 873-5274 Fax (417) 873-5280