

# 1962

*catalog number  
thirty-four*



## ARCHERY EQUIPMENT

*"Where Quality  
Improves Performance"*





# Palomino

## THE BOW OF CHAMPIONS

Preferred by champions the world over as the ultimate in tournament bows . . . holder of more current tournament records than any other bow, The Palomino is constructed from only the finest multi-colored hardwoods laminated with high-tensile Fiberglas . . . featuring long working recurved limbs for lightning cast and smooth release . . . full-view sight window, extra-wide overdraw and pistol grip.

Masterfully designed to give consistent, unerring performance. Epoxy finish gives unequalled protection for lasting beauty and longer life . . . an exclusive feature on Ben Pearson custom bows. For those who desire nothing less than the best.

**No. 970 The Palomino**

*Length: 5'8" —Weights: 35 to 65 lbs. at 28".  
Recommended brace height: 7½" to 8".  
Draw limit: 32".  
Specify draw weight.*

**No. 971 The Palomino**

*Length: 5'6" —Weights: 30 to 65 lbs. at 28".  
Recommended brace height: 7½" to 8".  
Draw limit: 31".  
Specify draw weight.*

**No. 973 The Palomino**

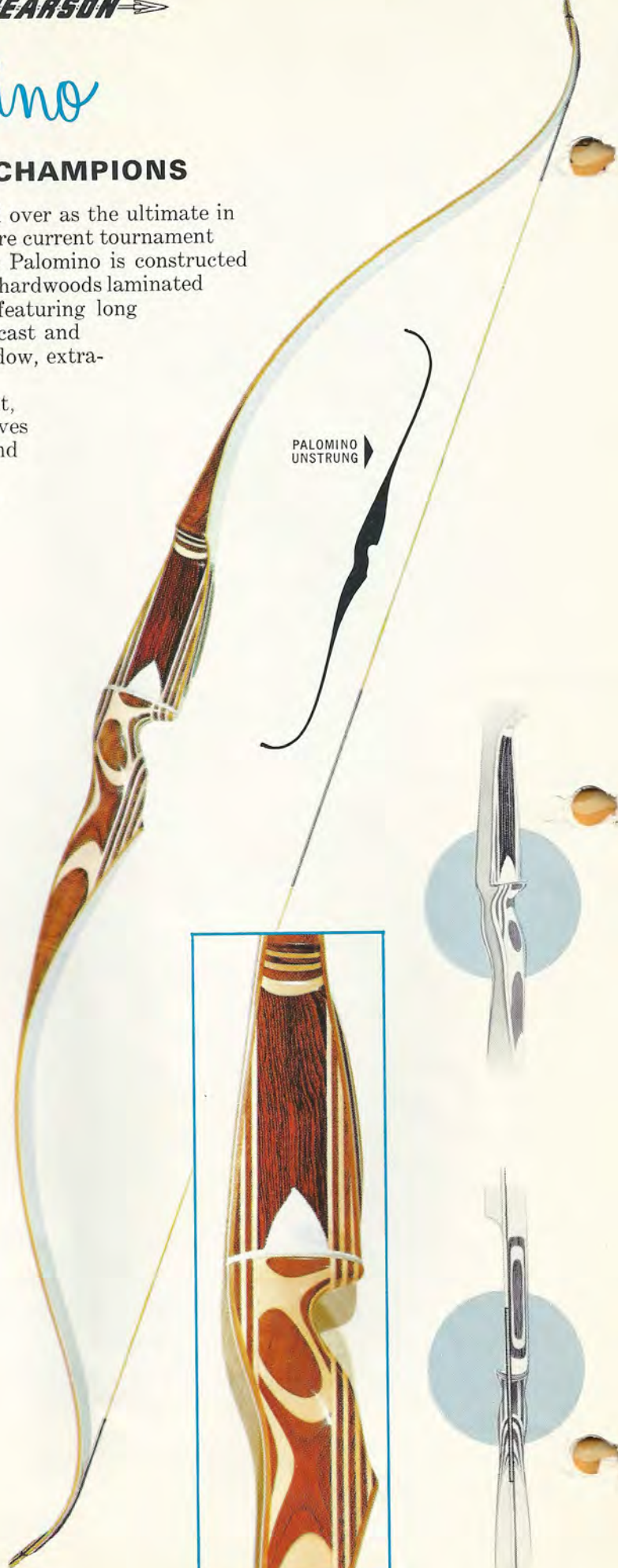
*Recommended as hunting bow or ladies target bow.  
Length: 5'2" —Weights: 25 to 55 lbs. at 28".  
Recommended brace height: 7" to 7½".  
Draw limit: 29".  
Specify draw weight.*

*(Available in left hand models at no additional charge.  
Allow two weeks delivery on left-hand models.)*

*Note: Bow weight increases or decreases approximately two pounds per inch of draw length above or below indicated draw length.*

### NO OTHER BOW CAN EQUAL Palomino Performance Records

- |   |   |
|---|---|
| <p><b>National Target Championships:</b><br/>1961, Oak Brook, Ill.—First, Women's Division.<br/>Third, Men's Division.<br/>1960, Oxford, Ohio—First, Second and Third, Men's Division<br/>First and Second, Women's Division. Eight new records.<br/>1959, Lancaster, Penn.—Second, Men's Division. New record.</p> <p><b>National Field Championships:</b><br/>1961, Hot Springs, Arkansas—<br/>—First, Men's Division.<br/>1960, Grayling, Mich.—Second, Men's Division.<br/>Second, Women's Division.<br/>1959, Bend, Oregon—First and Fourth, Men's Division.<br/>Two new records.</p> <p><b>Ben Pearson Open</b><br/>1961, Ft. Wayne, Indiana—<br/>First, Women's Division.<br/>New record.<br/>1960, Akron, Ohio—First,<br/>Men's Division.<br/>New world record.<br/>1959, Detroit, Mich.—First,<br/>Men's Division.<br/>Two new records.</p> <p><b>Netherlands Championship<br/>Tournament:</b><br/>1960, Doorn, Holland—First, Men's<br/>Division. New world record.</p> | <p><b>National Invitational<br/>Tournament:</b><br/>1960, Grayling, Mich.—<br/>First, Men's Division.<br/><b>World's Target Championships,</b><br/>1959, Stockholm, Sweden<br/>First, Second and Fourth, Men's<br/>Division. Four new records.<br/><b>F.I.T.A. Shoot Off, 1959,</b><br/>Hinsdale, Illinois<br/>First, Third and Fourth, Men's<br/>Division. Four new records.<br/><b>International Field Shoot, 1959,</b><br/>Stockholm, Sweden<br/>First and Second, Men's Division.<br/>New record.<br/><b>Midwestern Field<br/>Championships, 1959,</b><br/>Madison, Wisconsin<br/>First and Second, Men's Division.<br/>New record.<br/><b>Midwestern Target<br/>Championships, 1959,</b><br/>Madison, Wisconsin<br/>First, Men's Division. New record.<br/><b>Brown County (Indiana)<br/>Open, 1959</b><br/>First, Second and Third, Men's<br/>Division. Three new records.<br/><b>Southwestern Open Field<br/>Championships, 1959,</b><br/>Tulsa, Oklahoma<br/>First and Third, Men's Division.<br/>New record.</p> |
|---|---|





The Mustang has all the features most admired by leading bow hunters. The laminated wood core, made of finest hardwoods, is bonded between high tensile strength Fiberglas facing and backing. Hand rubbed to a low reflection "hunting finish," exclusive Epoxy finish gives lasting beauty and extended bow life. The Mustang features a duo-flex design, with extra-wide, long working recurved limbs, providing an exceptionally fast cast and smooth release . . . full-view sight window . . . felt arrow plate and arrow rest for quiet release . . . extra wide overdraw and new style pistol grip. Equipped with custom dacron string. A versatile hunting or field bow of superb design and craftsmanship.

**No. 975 The Mustang**

**Length: 5'4" —Weights: 40 to 75 lbs. at 28".**

**Recommended brace height: 7" to 7½".**

**Draw limit: 30".**

**Specify draw weight.**

*(Available in left hand models at no additional charge. Allow two weeks delivery on left hand models.)*

**BEN PEARSON**

# MUSTANG

**Designed especially for the bow hunter**

MUSTANG  
UNSTRUNG

PINTO  
UNSTRUNG

**BEN PEARSON**

# Pinto

**A versatile bow for tournament or bow hunting**

A sensational custom quality bow . . . a proven favorite with both tournament archers and bow hunters. The beautifully detailed Pinto features extra-wide, long working recurved limbs . . . full sight window and pistol grip. Constructed of finest hand selected multi-colored hardwoods and high-tensile Fiberglas facing and backing . . . finished with exclusive Epoxy finish for longer life and lasting beauty. Equipped with removable pressure-sensitive felt arrow plate and arrow rest and custom dacron string. For the ultimate in performance, season after season.

**No. 972 The Pinto**

**Length: 5'6" —Weights: 30 to 65 lbs. at 28".**

**Recommended brace height: 7½" to 8".**

**Draw limit: 31".**

**Specify draw weight.**

*(Available in left hand models at no additional charge. Allow two weeks delivery on left hand models.)*

Note: Bow weight increases or decreases approximately two pounds per inch of draw length above or below indicated draw length.



# BEN PEARSON JAVELINA

**Without equal for durability and consistency  
at a moderate price**

Ben Pearson has designed this superb custom quality composite bow to withstand the roughest treatment. Made of finest grade natural colored laminated hardwoods and Fiberglas laminates . . . the Javelina features semi-working recurved limbs . . . bold sculptured overdraw . . . full-view sight window . . . self-aligning contour handle section . . . comfortable form-fitting grip, felt arrow rest and arrow plate. Custom dacron bow string. Has Ben Pearson exclusive Epoxy finish for longer life and lasting beauty. Pound for pound, inch for inch, the Javelina is a bow without equal for durability and consistency.

**No. 966 The Javelina**

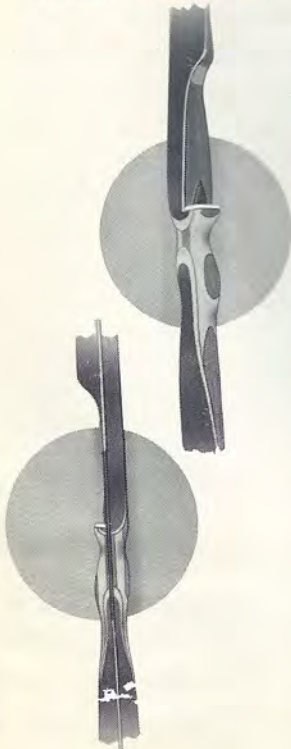
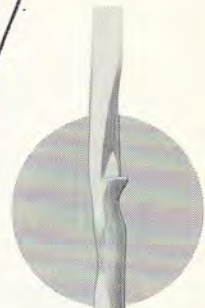
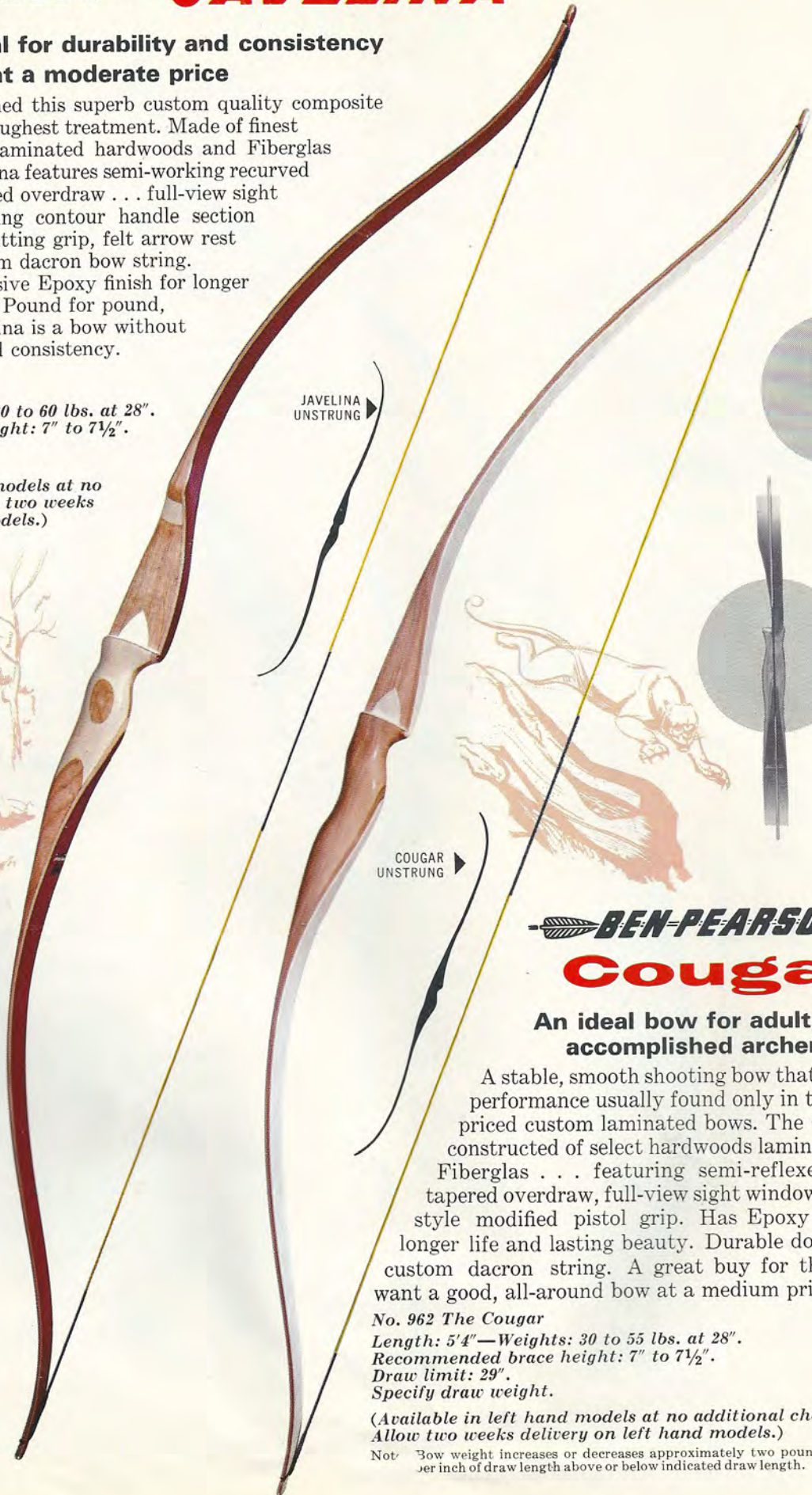
**Length: 5'6" —Weights: 30 to 60 lbs. at 28".**

**Recommended brace height: 7" to 7½".**

**Draw limit: 30".**

**Specify draw weight.**

*(Available in left hand models at no additional charge. Allow two weeks delivery on left hand models.)*



# BEN PEARSON

## **Cougar**

**An ideal bow for adult and accomplished archers**

A stable, smooth shooting bow that provides performance usually found only in the higher priced custom laminated bows. The Cougar is constructed of select hardwoods laminated with Fiberglas . . . featuring semi-reflexed limbs, tapered overdraw, full-view sight window and new style modified pistol grip. Has Epoxy finish for longer life and lasting beauty. Durable double loop custom dacron string. A great buy for those who want a good, all-around bow at a medium price.

**No. 962 The Cougar**

**Length: 5'4" —Weights: 30 to 55 lbs. at 28".**

**Recommended brace height: 7" to 7½".**

**Draw limit: 29".**

**Specify draw weight.**

*(Available in left hand models at no additional charge. Allow two weeks delivery on left hand models.)*

Not: Bow weight increases or decreases approximately two pounds per inch of draw length above or below indicated draw length.



**BEN PEARSON**

## COLT

A custom quality bow in every detail . . . featuring laminated, glass-powered limbs of semi-working recurved design . . . full-view sight window with arrow rest providing a center shot release. Custom dacron string. The ideal introductory bow to better archery at a surprisingly low cost!

No. 960 The Colt

Length: 5' — Weights: 20-25-30-35-40 lbs. at 26".

Recommended brace height: 6½" to 7½".

Draw limit: 28".

Specify draw weight.

(Available in left hand models at no additional charge. Allow two weeks delivery on left hand models.)

**BEN PEARSON**

## FILLY

A favorite with beginning archers. The Filly features the same unique construction found in Ben Pearson custom quality bows . . . laminated hardwood and durable high tensile strength Fiberglas. Has semi-working recurved limbs . . . full-view sight window and arrow rest providing center shot release. Comes equipped with double loop, custom dacron string.

No. 959 The Filly

Length: 5' — Weights: 20-25-30-35 lbs. at 26".

Recommended brace height: 6½" to 7½".

Draw limit: 28".

Specify draw weight.

(Available in left hand models at no additional charge. Allow two weeks delivery on left hand models.)

**BEN PEARSON**

## PONY

Even the younger archers can enjoy the advantages of Ben Pearson quality construction in this economical bow . . . laminated hardwood and Fiberglas. Comfortable spiral wound grip has molded plastic arrow rests permitting right or left hand shooting. Complete with long-lasting double loop dacron string.

No. 958 The Pony

Length: 5' — Weights: 20-25-30-35 lbs. at 26".

Recommended brace height: 6½" to 7½".

Draw limit: 28".

Specify draw weight.

For right or left hand.

Note: Bow weight increases or decreases approximately two pounds per inch of draw length above or below indicated draw length.

Colt

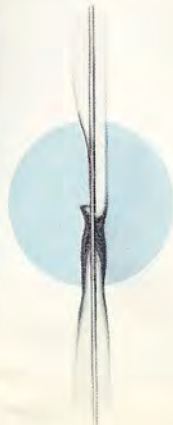


COLT  
UNSTRUNG



FILLY  
UNSTRUNG

Filly



PONY  
UNSTRUNG

PONY

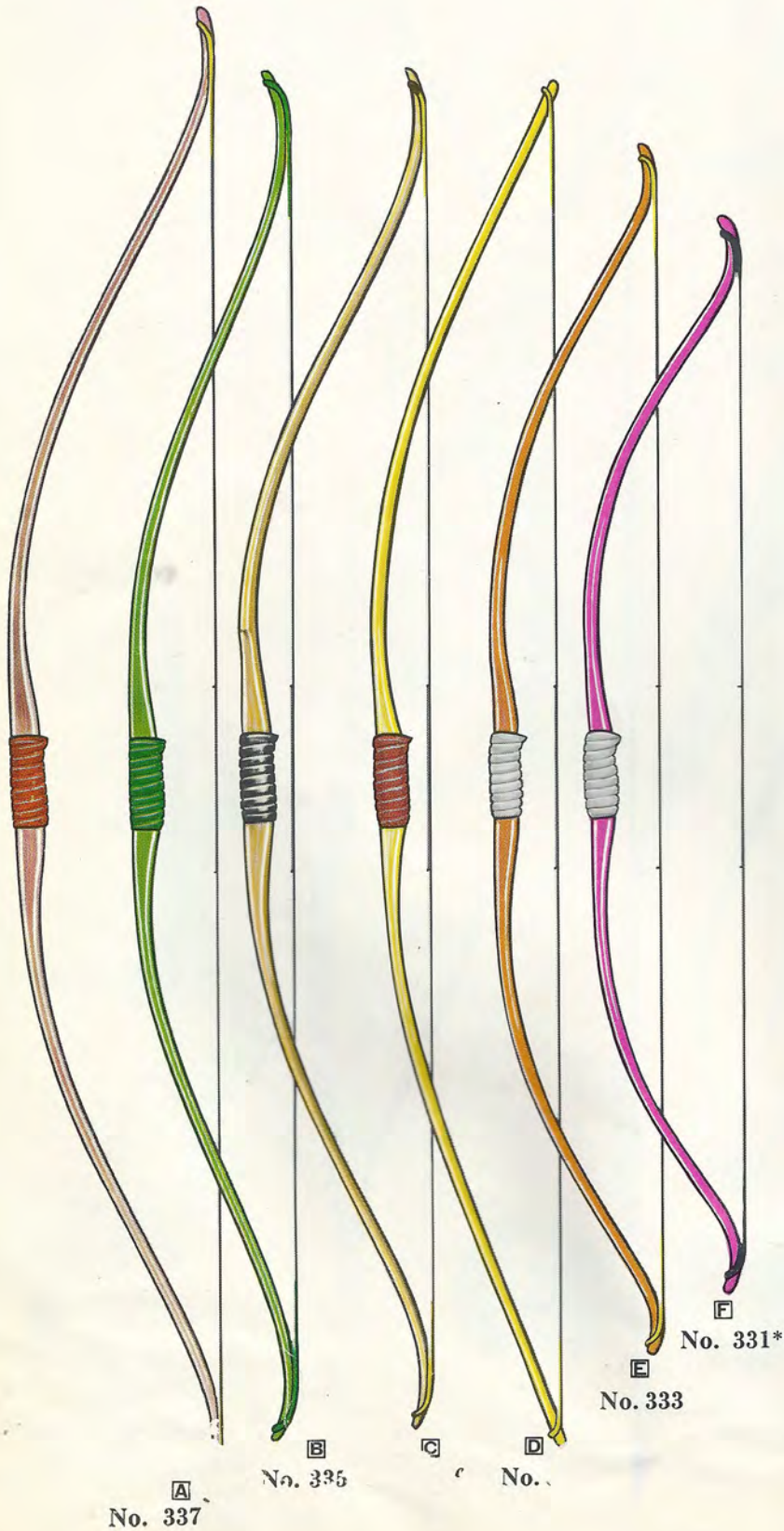




**BEN PEARSON**

*Jet*

**NEW—MODERN—EXCITING  
FIBERGLAS BOWS  
IN RAINBOW COLORS**

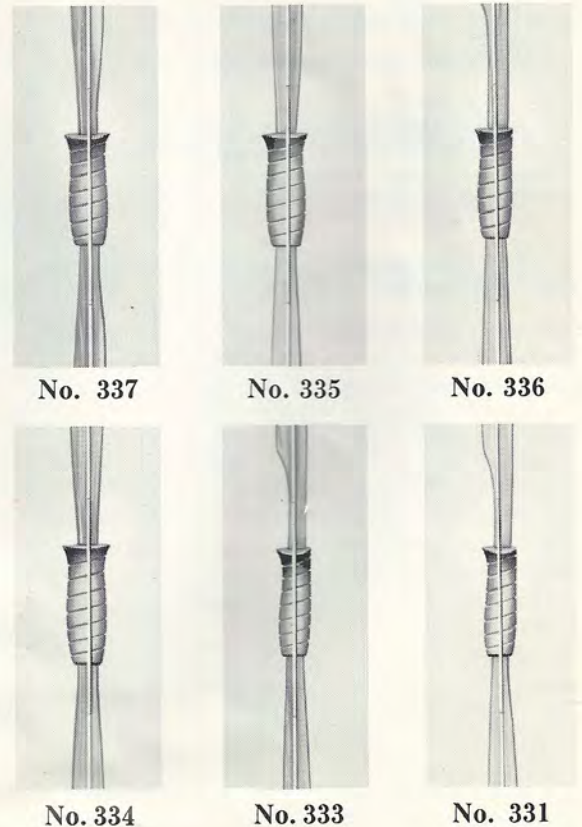


A practical bow popular with beginning archers as well as camps and schools. Ben Pearson's Jet Bows are made of tough, durable Fiberglas and feature a new moulded plastic handle section and graceful semi-working recurved design. Available in six models for boys, girls, teenagers, men and women . . . all in rainbow colors. Each bow is precision built . . . surprisingly inexpensive and completely unaffected by weather conditions.

Jet Bows Nos. 336, 333 and 331 feature a sight window providing a center-shot release . . . a feature heretofore found only on higher-priced custom quality bows. Nos. 337, 335 and 334 have extra-wide handle sections providing dual arrow rests . . . a most popular feature as this enables the bow to be used by either right or left hand shooters.



UNSTRUNG







## STRONG . . .

The rugged durability of Fiberglas plus a stable one-piece design makes Ben Pearson's Jet Bows extremely strong and wear resistant enabling them to take lots of abuse and hard usage.



## WEATHER PROOF

The characteristics of Fiberglas provide a bow that is completely resistant to adverse weather conditions. Ben Pearson's Jet Bows will perform under any conditions regardless of climate.

▣ No. 337 STRATO-JET—Length 5'6". Weights 30, 35, 40, 45, 50, 55 lbs. at 28". For men and teenage boys.

▣ No. 335 SUPER-JET—Length 5'. Weights 20, 25, 30, 35, 40, 45, 50, 55 lbs. at 28". For men and women of medium height.

▣ No. 336 SUPER-JET—Length 5'. Weights 20, 25, 30, 35, 40 lbs. at 28". Sight window. For men and women of medium height.

▣ No. 334 POWER-JET—Length 5'. Weights 20, 25, 30, 35, 40 lbs. at 26". Straight limb design. Ideal for schools and camps.

▣ No. 333 JET—Length 4'6". Weight approximately 25 lbs. at 24". Sight window. For boys and girls.

▣ No. 331\* JUNIOR-JET—Length 4'. Weight approximately 20 lbs. at 22". Sight window. For boys and girls.

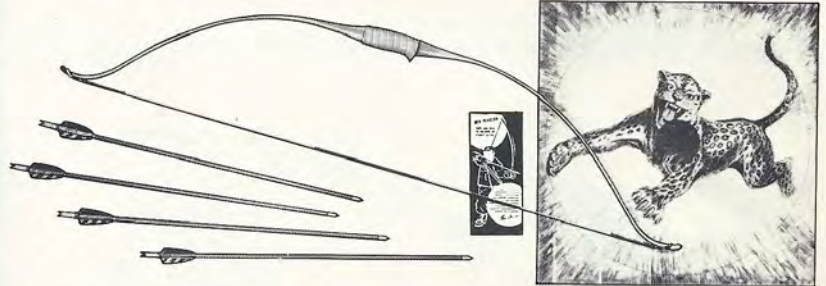
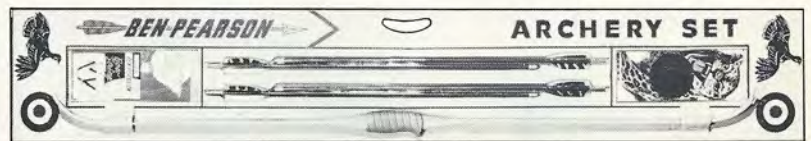
\*Minimum order of three only—or in multiples of three.

Note: Bow weight increases or decreases approximately two pounds per inch of draw length above or below indicated draw length.

## BLISTER PACK ARCHERY SETS

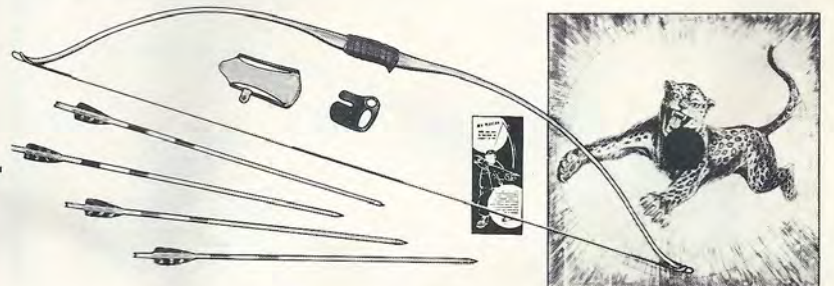
*Jet*

Attention dealers! Ben Pearson Blister Pack Archery Sets are easy to stock . . . easy to display . . . easy to sell! You don't require an elaborate display fixture . . . merely suspend sets from display pegs or hooks for an eye-catching, profit making merchandiser that occupies a minimum of floor space.



### No. 340 BLISTER PACK ARCHERY SET

Contains the No. 331 Junior Jet 4' Bow in rainbow colors with sight window and moulded plastic handle section. Four 22" Port Orford Cedar Arrows with metal tips, attractively fletched and crested; full color animal target face, and instruction booklet, "Tips on Shooting" by Ben Pearson. Minimum order of three or in multiples of three.



### No. 342 BLISTER PACK ARCHERY SET

Contains the No. 333 Jet 4'6" Bow in rainbow colors with sight window and moulded plastic handle section. Four 24" Port Orford Cedar Arrows with plastic nocks; leather armguard; small shooting tab; full color animal target face and instruction booklet, "Tips on Shooting" by Ben Pearson. Minimum order of three or in multiples of three.



# Jet

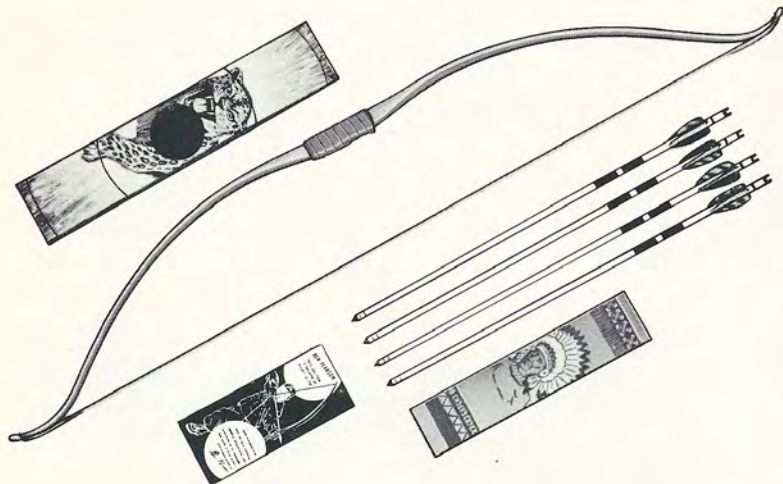
FIBERGLAS

**BEN PEARSON**

## ARCHERY SETS

Archery's fun for everyone with Ben Pearson's sensational Jet Archery Sets. Each set complete with a Jet Fibreglas Bow in rainbow colors. Tough, durable and inexpensive. Completely unaffected by weather conditions. Everything to enjoy archery at its best.

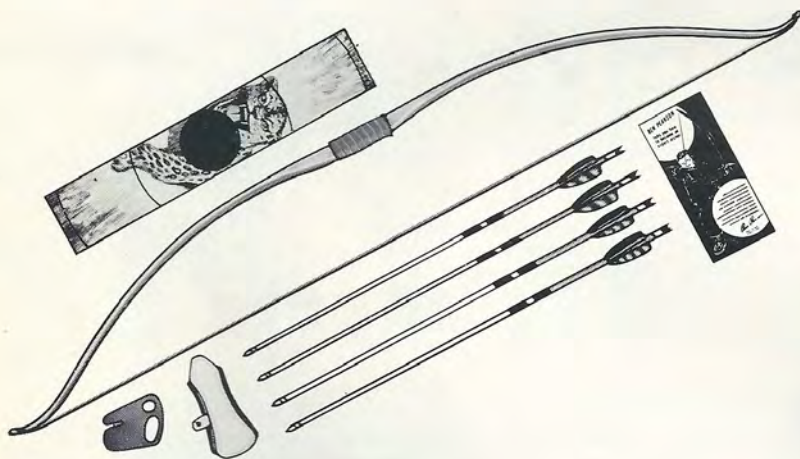
*America's greatest archery value for every member of the family...*



### No. 341 JUNIOR JET ARCHERY SET . . .

For young boys and girls . . . contains the new No. 331 Junior Jet 4' Bow in rainbow colors . . . with sight window and moulded plastic handle section. Four 22" Port Orford Cedar Arrows with metal tips, attractively fletched and crested; full color animal target face and instruction booklet, "Tips on Shooting" by Ben Pearson.

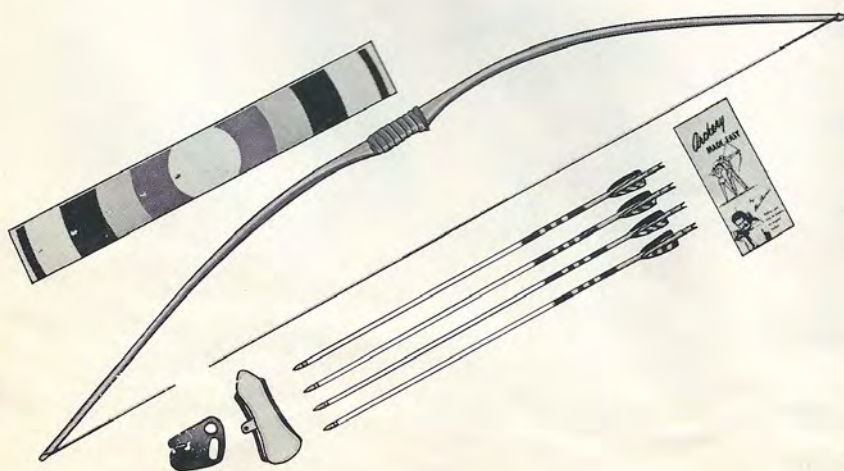
Approximate bow weight 20 pounds.



### No. 343 JET ARCHERY SET . . .

Contains the new No. 333 Jet 4'6" Bow in rainbow colors . . . with sight window and moulded plastic handle section. Four 24" Port Orford Cedar Arrows with plastic nocks; leather armguard; small shooting tab; full color animal target face and instruction booklet, "Tips on Shooting" by Ben Pearson.

Approximate bow weight 25 pounds.



### No. 344 POWER JET ARCHERY SET . . .

Contains the new No. 334 Power Jet 5' Bow in rainbow colors . . . straight limb design with new moulded plastic handle section having dual arrow rests—can be used by either right or left hand archers; 25, 30, 35 pound weights. Four 26" Port Orford Cedar Arrows with IndX plastic nocks; leather armguard; shooting tab; 24" full color target face; instruction booklet, "Archery Made Easy" by Ben Pearson.



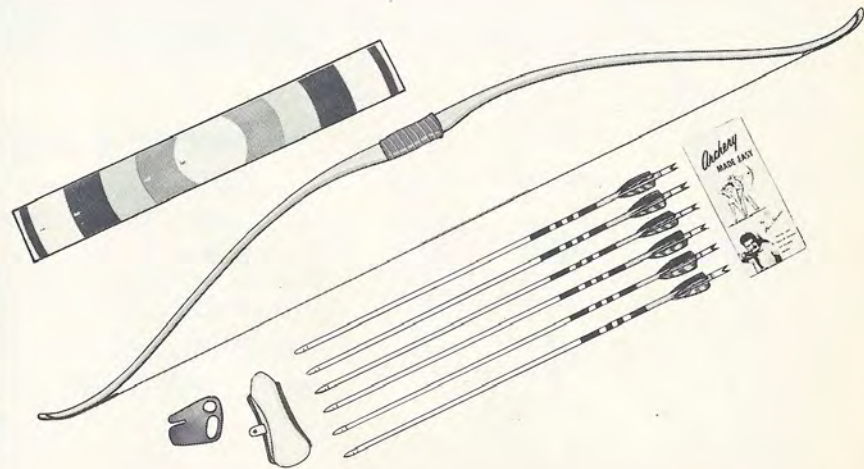


**BEN PEARSON** **ARCHERY SET**  
*Archery's Best for Everyone*

with **JET BOWS AND ARCHERY SETS**

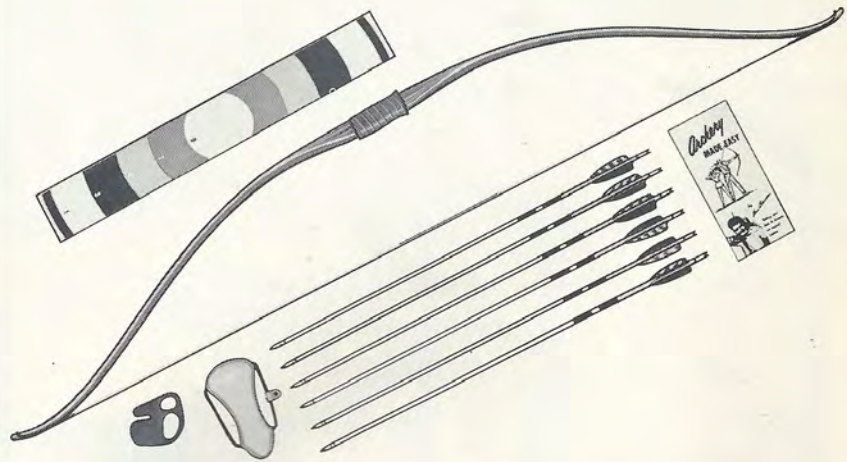
**No. 346**  
**SUPER JET ARCHERY SET . . .**

Contains the new No. 336 Super Jet 5' Bow in rainbow colors which features a semi-working recurved limb design, sight window and new moulded plastic handle section. Available in 25, 30, 35 pound weights. Has six 26" Port Orford Cedar Arrows with plastic nocks, attractively fletched and crested; leather armguard and shooting tab; 24" full color target face; instruction booklet, "Archery Made Easy" by Ben Pearson.



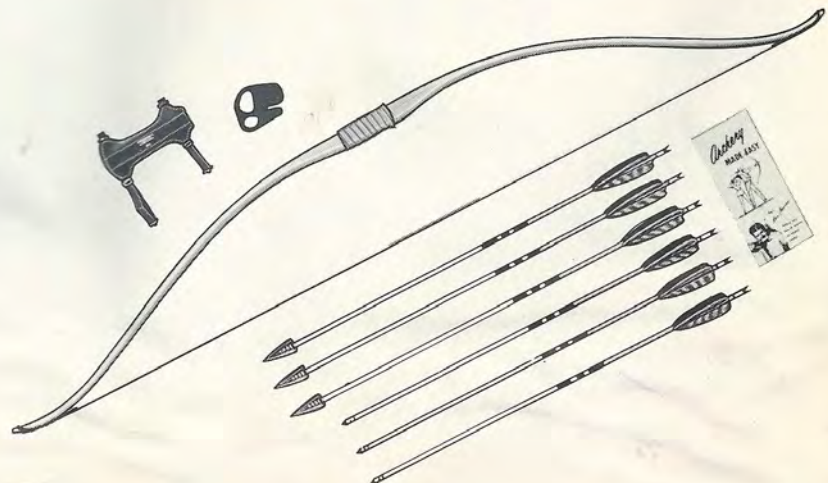
**No. 347**  
**STRATO JET ARCHERY SET . . .**

Contains the new No. 337 Strato Jet 5'6" Bow in cowhorn color with semi-working recurved limbs and moulded plastic handle section . . . Dual arrow rests. Available in 30, 35, 40 pound weights. Includes six 28" arrows with colorful cresting and IndX nocks; leather armguard and large shooting tab; 24" full color target face, instruction booklet; "Archery Made Easy" by Ben Pearson.



**No. 350**  
**STRATO JET HUNTING SET . . .**

Contains the new No. 335 Strato Jet 5' Bow in cowhorn color which features semi-working recurved limbs and moulded plastic handle section with dual arrow rests. Available in 45, 50, 55 pound weights. Set has three 28" Big Game Arrows; Three 28" Small Game Arrows; Hunter's leather armguard and large shooting tab; Instruction booklet, "Archery Made Easy" by Ben Pearson.





**FAMOUS**  
**BEN PEARSON**

**HICKORY BOWS and ARCHERY SETS**

**STURDY, DURABLE, ECONOMICAL . . . A GREAT BUY  
IN PRACTICAL FUN-TO-SHOOT ARCHERY EQUIPMENT**

You can't beat hickory for rugged, top-performing bows that can take hard usage. And Ben Pearson makes the finest . . . from carefully selected staves of well-seasoned woods. If you want maximum durability at lowest cost, these bows and sets are ideally suited to your needs.

**SHERWOOD & OLD HICKORY BOWS . . .**

Rugged and inexpensive bows made of selected hickory. The Sherwood and Old Hickory feature recurved limbs with laminated tips . . . full view sight window with overdraw . . . carpeted arrow rest . . . leather arrow plate . . . colorful overlaid handle section and spiral wound grip. The ideal bows for those wanting durability and performance at low cost.

**No. 501 Sherwood**—Length 5'6". Weights 30, 35, 40, 45, 50, 55 pounds at 28".  
**No. 500 Old Hickory**—Length 5'. Weights 20, 25, 30 pounds at 26".

**JUNIOR HICKORY BOWS**

Fine sturdy bows for youngsters! Machine tillered. Handle risers of contrasting colored hardwoods. Each has attractive grip, moulded plastic arrow rest and durable, long lasting string.

**No. 504\*** Recurved hardwood bow—4'6" length for arrows up to 24". Approximately 20 lbs. draw weight.

**No. 507\*** Straight limb hardwood bow—4'6" length for arrows up to 24". Approximately 15 lbs. draw weight.

\*Available in minimum orders of three only—or in multiples of three.

**ARCHERY SET WITH TARGET  
AND STAND**

**No. 51 ARCHERY SET**

Includes straight limb hickory bow with sight window and spirally wrapped grip. Four 18" arrows, all attractively finished. Durable, heavy-duty 3/8" thick cardboard target 24" square with four-color target face plus colorfully finished target stand fitted with non-skid rubber tips. A fine gift for youngsters.

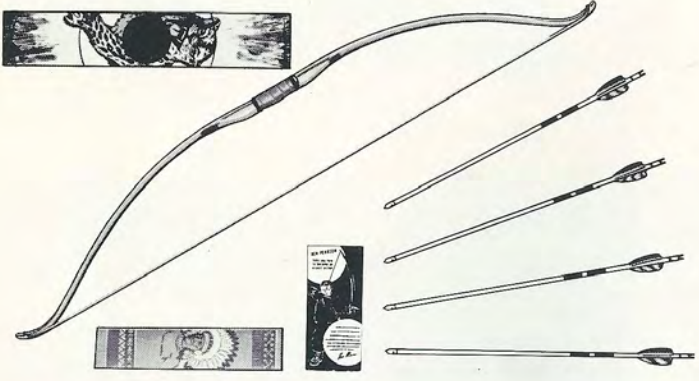
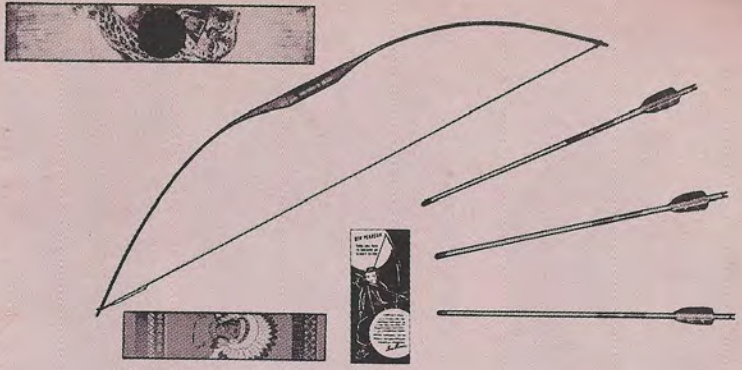
No. 501  
No. 500

No. 504 No. 507



**No. 437 BOLD BLADE ARCHERY SET**

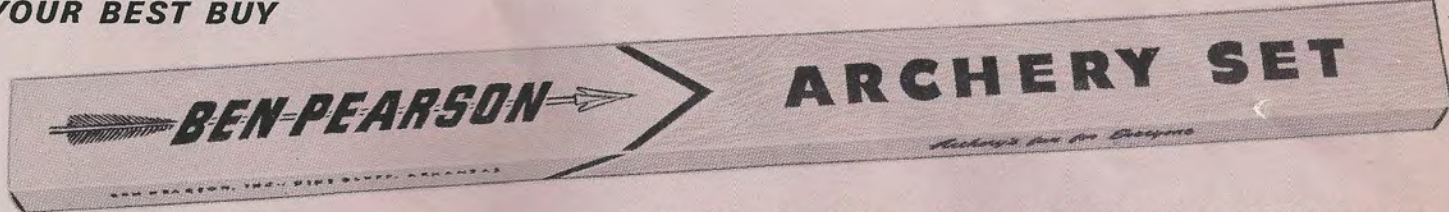
For young archers. Contains a 38" hardwood bow colorfully finished with overlaid wood handle riser, and hemp string. Approximate weight 10 pounds. Three 18" arrows attractively fletched and crested with painted safety points. Embossed cardboard quiver. Full color animal target face. Instruction booklet, "Tips on Shooting", by Ben Pearson. Minimum order twelve only—or in multiples of 12.



**No. 440 COCK ROBIN ARCHERY SET**

For youngsters. Sturdy 4' recurved hardwood bow with colorful overlaid handle riser and long lasting bow string. Approximate weight 15 pounds. Four 20" arrows with metal tips attractively crested and fletched. Embossed cardboard quiver. Full-color animal target face. Instruction booklet, "Tips on Shooting" by Ben Pearson.

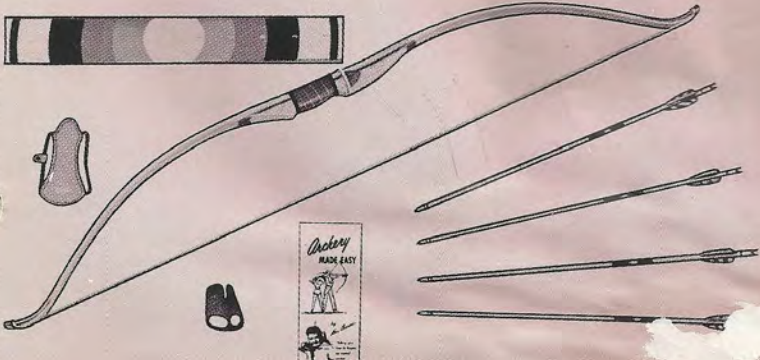
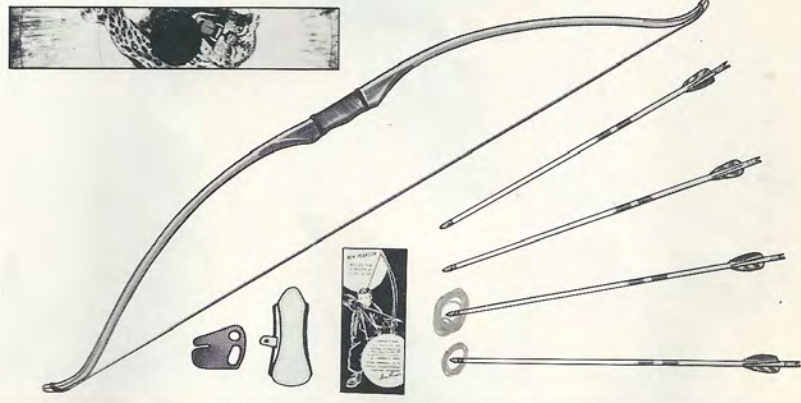
**YOUR BEST BUY**



**In Practical, Low Cost ARCHERY EQUIPMENT**

**No. 441 JUNIOR CHAMPION ARCHERY SET**

For young boys and girls. 4 1/2' recurved hardwood bow (No. 504) with long lasting string. Colorful overlaid handle section. Approximate weight 20 pounds. Four 22" arrows with plastic nocks, metal points, select turkey feather fletching, attractive crest, clear lacquer finish. Leather armguard and finger tab. Full color animal target face. Instruction booklet, "Tips on Shooting" by Ben Pearson.



**No. 444 OLD HICKORY ARCHERY SET**

A dandy set for teenagers. 5' recurved hickory bow (No. 500) with full-view sight window, carpeted arrow rest and leather arrow plate. Double loop dacron string. 20, 25, 30 pound weights. Four 26" arrows with plastic nocks and select turkey feather fletching. Leather armguard and finger tab. 24" full color target face. Instruction booklet, "Archery Made Easy" by Ben Pearson.



**QUIVERS • GLOVES**

*Handsomely styled and expertly designed for comfort, convenience and long-lasting service . . . Ben Pearson's quality leather goods are made from the finest grade leathers, specially*



**A**  
No. 835



**B**  
No. 846



**C**  
No. 844



**D**  
No. 834



**E**  
No. 848



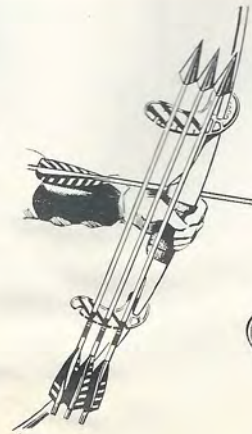
**F**  
No. 833



**G**  
No. 827



**H**  
No. 829



**I**  
No. 842


**BEN PEARSON QUIVERS**

**A No. 835 Deluxe Hunting Quiver**  
Select quality leather with form-fitting shoulder strap to hold quiver in position for quick use. Divider strap separates blunts from broadheads, keeps arrows from rattling. Heavy, moulded puncture-proof bottom. Zipper pocket for accessories.

**B No. 846 Hunting Quiver**  
A large hunting quiver that will hold as many as two dozen arrows. Constructed of two-tone buffalo grain and cowhide leather. Features a 2-strap design, plus arrow divider strap and large 11½" by 15½" pocket. Overall length 20½", width at throat 8", bottom 6". An extremely serviceable quiver. Surprisingly inexpensive.

**C No. 844 Field or Hunting Quiver**  
A two division quiver with arrow divider strap. Can easily carry 12 or more arrows. Buffalo grain finish with top grain cowhide trim . . . complete with adjustable shoulder strap.

**D No. 834 Field Quiver**  
A new field quiver, masculine in appearance, compact in design with two adjustable hang straps to allow quiver to hang at any desired angle. Features a long lasting, moulded puncture-proof bottom, center divider strap with removable padded leather partition . . . wide cut-away throat for easy access to arrows. Can easily carry eight field, target or hunting arrows.

**E No. 848 Junior Hunting Quiver**  
A popular-priced shoulder quiver for young archers. Made of tough durable vinyl with cowhide leather trim . . . complete with adjustable shoulder strap and arrow divider strap. Over 16" deep with heavy leather bottom. Wide throat permits easy removal of arrows.

**F No. 833 Target or Hunting Quiver**  
An inexpensive but durable leather quiver complete with belt. Holds 12 target arrows or six hunting arrows. Has long lasting heavy leather bottom.

**G No. 827 Leatheride Target Quiver**  
A serviceable, well designed quiver at low cost. Has heavy leather bottom. Loop for attaching to wearer's belt. Carries 12 arrows. Nicely finished with decorative trim cuff.

**H No. 829 Hip Pocket Quiver**  
Popular with male archers. Fits snugly in hip pocket. Slots for belt. Protective cuff prevents wear on pocket. Made of long-lasting select cowhide leather.

**I No. 842 Hush-h-h Bow Quiver**  
The ideal quiver for bow hunting. Always ready, never in the way. Improved plastic construction. Slots hold four extra arrows for instant, quiet use. No tape, clamps or screws necessary. Will not mar bow limbs or arrows.



# PEARSON

## ARMGUARDS

*treated and sewn to give maximum service with minimum wear. Quivers, armguards, tabs and gloves for every archer, from novice to expert. Designed and tested in the field by Ben Pearson.*



**A**  
No. 800



**B**  
No. 802



**C**  
No. 805

### BEN PEARSON GLOVES AND TABS

**A** No. 800 Deluxe Shooting Glove  
Made of top quality leather with elastic webbing to assure a comfortable, snug fit. Moulded finger tips of top grain cowhide leather gives complete finger coverage. Adjustable wrist strap. Available in small, medium, large and extra large sizes.

**B** No. 802 Archer's Glove  
Scientifically designed, but inexpensive. Moulded top grain cowhide finger tips. Small, medium, large and extra large sizes.

**C** No. 805 Easy-On Finger Tab  
Western style shooting tab made from cordovan leather. Double thickness, one layer of leather, one of felt, assures a comfortable fitting and effortless release of the bowstring. Highly recommended for heavier bows. Available in large and small sizes.

**No. 804 Tab**  
Same as No. 805 except made of single thickness top grain cowhide.

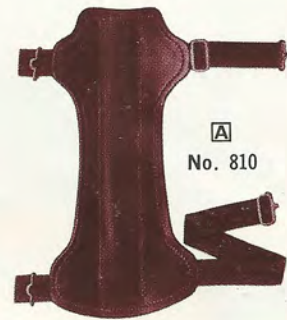
### BEN PEARSON ARMGUARDS

**A** No. 810 Skeleton Type Armguard  
A favorite with many archers. Top grain leather, reinforced with concealed spring steel center stay for added wrist protection. Held in place by two adjustable elastic straps.

**B** No. 817 Single Hook Armguard  
Made of serviceable heavy leather... ideal for schools and archery ranges, reinforced with concealed spring steel center stay for added wrist protection.

**C** No. 814 Hunting Armguard  
Designed for hunting and roving. Heavy duty select cowhide leather straps. Reinforced with concealed spring steel stay for added wrist protection.

**D** No. 816 Hook and Lace Armguard  
Off-set front permits greater comfort and movement of wrist. Held in place by hooks and lacing. Made of firm strap leather, completely lined for added protection.



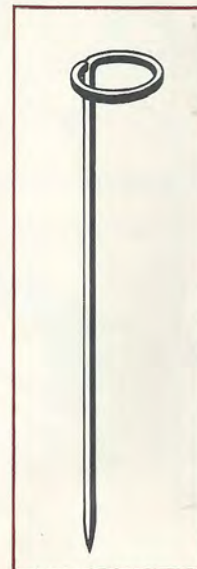
**A**  
No. 810



**C**  
No. 814



**B**  
No. 817



**D**  
No. 816



**No. 825 Deluxe Ground Quiver**  
All metal construction. Small, neat and efficient. Holds arrows upright and bow horizontally. Popular with schools. Preferred by many top target archers. Has take-down feature requiring a minimum of space for storing.

**No. 824 Economy Ground Quiver**  
Holds arrows upright ready for shooting. Practical, economical

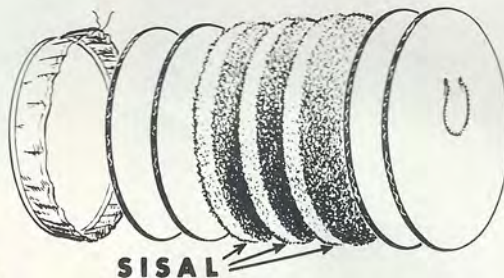


**BEN PEARSON**  
**TARGETS · MATS · STANDS**

**BEN PEARSON** **SISAL CORE TARGET**

The unique construction of the Ben Pearson Sisal Core Target provides long-lasting stopping power capable of stopping arrows from bows as heavy as 40 pounds. Consists of three thick layers

of rugged lightweight Sisal sandwiched between four heavy-duty corrugated cardboard discs. All units are contained in a full-size 4-color target face which is complete with skirt and draw string.



- No. 46—36" Sisal Core Target . . . Shipping wt. 7 1/2 lbs.
- No. 44—24" Sisal Core Target . . . Shipping wt. 5 lbs.
- No. 48—Target Stand—May be used with either 24" or 36" target. Shipping wt. 2 lbs.
- No. 50—Target and Stand Combination—Includes 24" target with stand . . . packed in one container. Shipping wt. 7 lbs.

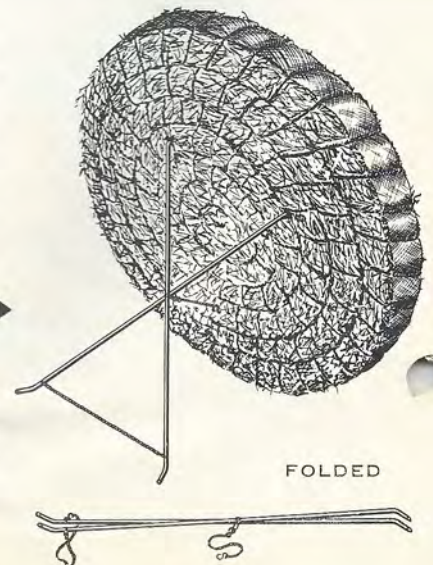
**IMPROVED TARGET STAND**

Designed to hold target at proper shooting height and angle. Special construction binds top of three legs together. Treated with water-proof, anti-deterioration chemical solution to insure long life. Painted for added protection against adverse weather conditions.

- No. 402—For 48" Target, shipping weight 10 pounds.
- No. 401—For 36" Target, shipping weight 6 pounds.
- No. 400—For 24" Target, shipping weight 3 pounds.

**No. 439 PORTABLE METAL TARGET STAND**

A compact, portable, easy-to-use target stand. Handy for youngsters and backyard archers. Simply imbed top ends of legs into mat and clip to target stitching. Adjustable to . . . angles to reduce loss of arrows. Constructed . . . al treat. to prevent rusting. Comes with . . . on and clip. For 24" and 36" mat . . . eight 2 pounds.





## JOHNSON GRASS TARGETS

No. 408 Target, 48" Diameter, shipping weight per unit 57 lbs.

No. 406 Target, 36" Diameter, shipping weight per unit 35 lbs.

No. 404 Target, 24" Diameter, shipping weight per unit 17 lbs.

## RYE STRAW TARGET

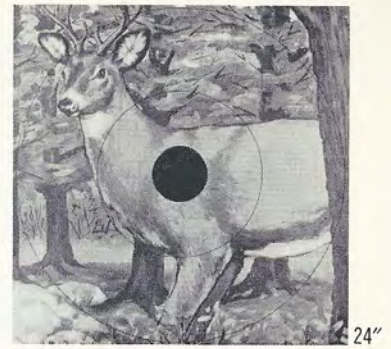
No. 409 Target, 48" Diameter, shipping weight per unit 53 lbs.

## BURLAP COVERED TARGETS

Burlap covering now available on the above Targets. Positively eliminates litter and mess in transit or on display. Available at minimum extra charge. See Price List.



## FULL COLOR ANIMAL FACES



Full natural color life-like animal faces attractively printed on heavy tag stock. Scoring circles and aiming spots.

No. 424—6" Animal Target Face

No. 425—12" Animal Target Face

No. 426—18" Animal Target Face

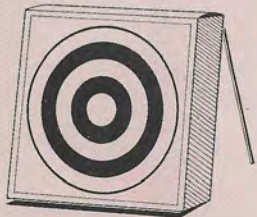
No. 427—24" Animal Target Face

No. 428—Complete Set Animal Target Faces. 30 faces in set.

No. 431—Leopard Target Face on light weight paper stock. (Same face as packed in juvenile archery sets).



## No. 403 — WOUND STRAW TARGET



Durable wound straw target inserted in 200 pound test corrugated carton with strong steel wire adjustable stand. Size 20" square by 4" thick. Wt. approximately 9 lbs. each. Uses replacement target face No. 420. Sold only in multiples of two.

## STANDARD 4-COLOR TARGET FACES

Printed in four colors on heavy tag or oil cloth, either square or skirted-round. Specify

### SQUARE

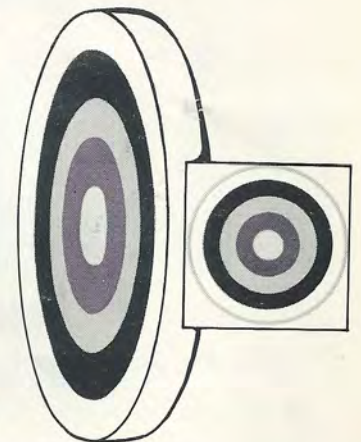
	Heavy Tag	Cloth
48"	No. 419	No. 416
36"	No. 418	No. 415
24"	No. 417	No. 414
16"	No. 421	

No. 420—16" four-color target face on light weight paper stock.

### SKIRTED

	Heavy Tag	Cloth
48"	No. 491	No. 413
36"	No. 481	No. 412
24"	No. 471	No. 411

All target faces (except No. 420 and No. 431) regulation sizes and approved by N.A.A. & N.F.A.A.



## No. 410 "DO-IT-YOURSELF" TARGET



Heavy corrugated paper box with 4 color target face.

Fill with shredded paper or straw and secure with gummed tape for an inexpensive target for seniors and beginners using lightweight bows. Minimum order 1/2 dozen.



## BLACK AND WHITE ROVING FIELD FACES

Circular targets printed on heavy tag stock.

No. 472—6" Black and White Roving Field Faces

No. 473—12" Black and White Roving Field Faces

No. 474—18" Black and White Roving Field Faces

No. 475—24" Black and White Roving Field Faces

No. 476—Complete Set Black and White Roving Field Faces—30 faces in set.





## FEATHERS

Select ground base full-length turkey pointers. Natural Barred or Natural White. Also Dyed Barred and Dyed White. Enough feathers in package to fletch one dozen target arrows.

- No. 650—Natural Barred Feathers.
- No. 651—Natural White Feathers
- No. 652—Dyed White Feathers
- No. 653—Dyed Barred Feathers

## No. 691—Fletching Cement

For attaching feathers and nocks to arrow shaft. Waterproof, quick-drying. Available in 1/2 dozen pack only.



## No. 672— Truespot Nocking Points

Lightweight nylon tubes easily attach to bow string. Reduce finger pinch and provide smooth, accurate, hair-trigger release. Permits comfortable full three finger draw. Holds arrows in same position every shot. Will not roll string, squash or deform on draw. Can be removed from worn string and used over and over.



No. 680 No. 681 No. 682 No. 684 No. 687

## TARGET AND FIELD POINTS

- No. 680—Parallel Target Point, 9/32", 5/16", 11/32"
- No. 681—Bullet Target Point, 5/16" only
- No. 682—Nonskid Target Point, 5/16" x 11/32"
- No. 684—Field Point, tapered bore, 11/32"
- No. 687—Concave Blunt Point, 5/16", 11/32" recommended for small game.

Note: Above points also available in bulk pack (100 per package.) One size per package only.

## IndX Arrow Nocks

Made with raised edge so location of cock feather can be determined by feel. Moulded plastic, expertly designed, exceptionally durable. COLORS: Red, White, Blue, Yellow, Orange.

- No. 675—IndX Arrow Nocks, 1/4", 9/32", and 5/16"
- No. 676—IndX Arrow Nocks, 11/32"

Note: No. 675 and No. 676 IndX Arrow Nocks also available in bulk pack (100 to package). One color and one size per package only. No exceptions.

## No. 692— Bow Sight

Lightweight flexible steel. Easily attached to bow. Adjustable for both height and windage.

## No. 693— Goldmore Bow Sight

Calibrated celluloid indicator, mounted on cork 7" long. Simple in construction and operation. Easily attaches on back of bow with tape.

## ARROW SHAFTS

No. 667—Select Port Orford Cedar Shafts—30" length. 9/32", 5/16" and 11/32" diameters. Specify size. (Same quality as our No. 200 arrow.)

No. 660—Matched Port Orford Cedar Shafts—30" length. Spined at 28". Closely matched in both spine and weight. Diameters: 9/32" (25-29, 30-34 lbs.), 5/16" (35-39, 40-44 lbs.) and 11/32" (45-49, 50-54 and 55-60 lbs.) (Same quality as our No. 207 arrow.) Specify bow weight.

No. 604—Micro-Flite Glass Target Shafts Complete with nock insert adapters and insert target points installed. Available in weights 20 to 75 lbs. Specify length and bow weight.

No. 605—Micro-Flite Target or Field Arrow Shafts—Full length. Weights 20 to 75 lbs. Spined at 28". With nock inserts and target points separate. Specify bow weight.

No. 606—Micro-Flite Glass Hunting Shafts—Complete with nock insert adapters and broadhead insert adapters installed. Available in weights 40 to 75 lbs. Specify length and bow weight.

No. 607—Micro-Flite Glass Hunting Shafts—Full length. Weights 40-75 lbs. Spined at 28". With nock inserts and broadhead adapters separate. Specify bow weight.

No. 601—Aluminum Target or Field Arrow Shafts—Easton 24SRT-X tubing cut to length with points installed. Available in all lengths and in weights 20 to 75 lbs. Specify length and bow weight.

No. 6011—Same as above, except XX-75 tubing.

No. 603—Aluminum Target or Field Arrow Shafts—Easton 24SRT-X tubing, full length with points separate. Weights 20 to 75 lbs. Spined at 28". Specify bow weight.

No. 6033—Same as above, except XX-75 tubing.

## No. 673— Brush Buttons

Soft rubber buttons attach easily to bow string to dampen string noise, eliminate snagging on brush or twigs.



## No. 670—Buck Scent

Created especially for bow hunters. Attracts and holds game in area for days! Game virtually throws caution to the winds in order to discover source of this enticing odor. Comes in unbreakable polyethylene bottle dispenser. Guaranteed.



**BEN PEARSON**

## BOW STRINGS



### DACRON BOW STRINGS

The very finest bow strings made. Constructed of DACRON\* "Type B" bonded. Designed and processed especially for bow strings. Each strand is pre-waxed and pre-stretched. This means there will be practically no stretch during the long lifetime of the string. Served at center and loops. Specify bow weight and bow length (nock to nock measured along back) or overall string length. When ordering by overall string length, please indicate this on your order.

**No. 631**—Single loop Dacron bow string for 25-34, 35-44, 45-54, 55-64 pound bows. 5'-5½' or 5½'-6' lengths.

**No. 632**—Double loop Dacron bow string for 25-34, 35-44 pound bows. 5', 5'4" or 5'6" lengths.

**No. 634**—Double loop Dacron bow string for 45-54, 55-64 pound bows. 5', 5'4" or 5'6" lengths.

### No. 638 — Custom Bow Strings

Especially recommended for laminated bows. Made of DACRON\* "Type B" bonded, the finest bow string material available. Each strand pre-waxed and pre-stretched so there is practically no stretch during the long life of the string. Extra large loops to fit wide limb bows. Double loop only. For 25-34, 35-44, 45-54 or 55-64 pound bows. Specify bow weight and exact bow length (measured from nock to nock along back of bow) or specify overall string length. When ordering by overall string length, please indicate this on your order.

**Note:** Bow strings exceeding 64 pounds on special order—25 cents extra.

\* DuPont trademark for Polyester Fibre  
\*\* Originated 7/18/57 by Brownell & Company, Inc., Moodus, Conn., U.S.A.

### No. 642—Custom Bow String Display Assortment

Twenty-four No. 638 Custom Bow Strings in attractive counter display merchandiser. Assortment as follows:

2/5'2"—35 to 44 lbs.	2/5'8"—35 to 44 lbs.	6/5'6"—45 to 54 lbs.
2/5'4"—35 to 44 lbs.	1/5'2"—45 to 54 lbs.	2/5'6"—55 to 64 lbs.
3/5'6"—35 to 44 lbs.	2/5'4"—45 to 54 lbs.	2/5'8"—45 to 54 lbs.
	2/5'4"—55 to 64 lbs.	

### YOUTH'S BOW STRINGS

**No. 635**—Braided Dacron Bow String—Double loop with Dacron served loops and center. For 4', 4½' or 5' bows not exceeding 30 lbs. draw weight. Specify length.

**No. 636**—Single Loop Italian Hemp Bow String—Individually packaged in colorful window envelopes. Moderately priced string for bows of 30 lbs. or less. Single loop. Can be adjusted to fit any bow to 5 ft. Recommended for all junior bows.

**No. 637**—Double Loop Italian Hemp Bow String—Same as above except double loop to fit 4', 4½' or 5' bows. Specify length.

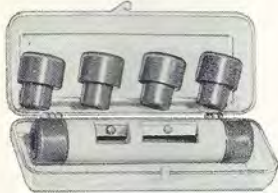
### No. 640—String Display Assortment

Fifty Dacron and Italian Hemp double and single loop bow strings in colorful merchandiser, assorted as follows:

Quantity	Cat. No.	Item
10	No. 631 strings	5'-5½'-3/25 to 34 lbs.; 3/35 to 44 lbs.; 3/45 to 54 lbs.; 1/55 to 64 lbs.
10	No. 632 strings	5/5', 5/5½'-35 to 44 lbs.
12	No. 634 strings	2/5'4", 5/5½'-45 to 54 lbs.; 5/5½'-55 to 64 lbs.
18	No. 636 strings	Hemp single loop, 5' Replacement for all Junior bows.

### No. 664—Bow String Wax

An archery necessity. Prolongs life of bowstrings. One-half ounce cake.



### No. 665 — Tapering Tool

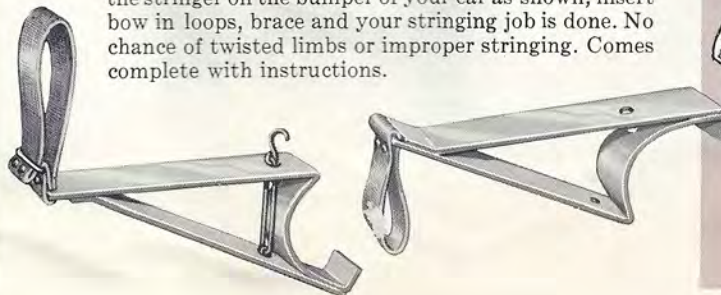
An easy and dependable way to taper shafts correctly. Fits 99% of all points and nocks made. Include bushings to fit ¼", 9/32", 5/16" and 11/32" shafts—all oversize to clear oversize or painted shafts. To use, simply insert shaft and rotate until tool stops cutting.

**BEN PEARSON**

### No. 620 — "Bumper" Bow Stringer

*Permits stringing heaviest bows easily, quickly, correctly . . .*

Ben Pearson's "Bumper" Bow Stringer provides the safe, sure method of stringing your bow. Makes stringing even the heaviest bows a simple, easy task. Fast and convenient to use. Merely place the two units of the stringer on the bumper of your car as shown, insert bow in loops, brace and your stringing job is done. No chance of twisted limbs or improper stringing. Comes complete with instructions.







# Custom Quality

## MATCHED ARROWS



Whatever your target . . . a deer crashing for cover; a target face nestled in the foliage of your favorite field course; or the last shot for a six-gold end; your bow skill deserves the precision flight assured by Ben Pearson Custom Quality Arrows.

No finer arrows have ever been nocked and drawn than

**A No. 100—ALUMINUM TARGET ARROW . . .** World's most accurate arrow. Light, uniform, durable. Precision made with Easton 24SRT-X tubing. Polished mirror-smooth and swaged for nocks . . . then finished for perfect flight. Choice of champions in national and international competition. Spiral fletched with solid color feathers. Colorfully crested. Available in all lengths. Spined for bows 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-75 pounds. Weight matched within 3 grains. Specify bow weight and arrow length.

**B No. 104—FIBERGLAS TARGET AND FIELD ARROW . . .** Genuine Micro-Flite® Fiberglas shaft (by Laminex). Won't dent, bend, corrode or warp from repeated use or bad weather. Spiral fletched with select turkey feathers. Colorful spray or hand brush crested. Available in all lengths. Spined for bows 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-75 pounds. Weight matched within 3 grains. Specify bow weight and arrow length.

**C No. 109—MATCHED FOOTED TOURNAMENT ARROW . . .** Designed for experts. Shafts are barrelled and streamlined with 4-point hardwood footing. Spined to shoot correctly with bows weighing up to but not exceeding 50 pounds (in 5 lb. increments). Weight matched within 3 grains. Equipped with No. 680 Parallel Target Point. Beautifully crested and finished. Specify bow weight and arrow length.

**No. 207—MATCHED TARGET ARROW . . .** Same as No. 109 above but not footed. Fine quality target arrow especially recommended for school use. Fitted with No. 680 Parallel Target Point. Matched within 3 grains. Correctly spined for bows weighing 20-24, 25-29, 30-34, 35-39, 40-44, 45-50 pounds. Plastic IndX nocks. Shaft painted between feathers. Attractive crestring. 24", 25", 26", 27" and 28" lengths. Specify bow weight and arrow length.

**NOTE** Four-fletch available in either feathers or plastic. Five-fletch available in either feathers or plastic. Six-fletch available in either feathers or plastic. Extra per dozen. Specify length

those which wear the Ben Pearson trademark. Aluminum, Fiberglas or hardwood footed shafts of absolute straightness, scientifically spined to match the weight of the bow. Fletching painstakingly positioned and trimmed. Perfectly balanced to provide consistent flight; and shadowgraph matched for absolute uniform flight.

**D No. 106—FIBERGLAS HUNTING ARROW WITHOUT POINT . . .** Same shaft as used on No. 104 except with longer fletching and fitted with hollow magnesium metal broadhead insert adapter with 5 degree taper. Fits any broadhead. Available in weights 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-75 pounds. Weight matched within 3 grains. Specify bow weight and arrow length. Also available fitted with point of your choice. See notice this page.

**E No. 216—MATCHED HUNTING ARROW WITHOUT POINT . . .** A select hunting arrow complete with nock, fletching and crest, but without point. For those who desire to apply their own hunting points. Matched within 5 grains and spined for bows weighing 40-44, 45-49, 50-54, 55-60 pounds. All shafts tenoned to five degree taper—ready for point. 28" length only. Specify bow weight. Also available fitted with point of your choice. See notice this page.

**Notice:** When ordering either the No. 106, 216 or 214 Arrows with points attached, indicate the number of points immediately following the catalog number of the arrow as follows:

No. 106-781—No. 106 Arrow with No. 781 Point attached  
 No. 216-781—No. 216 Arrow with No. 781 Point attached  
 No. 214-781—No. 214 Arrow with No. 781 Point attached

No. 106-782—No. 106 Arrow with No. 782 Point attached  
 No. 216-782—No. 216 Arrow with No. 782 Point attached  
 No. 214-782—No. 214 Arrow with No. 782 Point attached

No. 106-783—No. 106 Arrow with No. 783 Point attached  
 No. 216-783—No. 216 Arrow with No. 783 Point attached  
 No. 214-783—No. 214 Arrow with No. 783 Point attached

No. 106-786—No. 106 Arrow with No. 786 Point attached  
 No. 216-786—No. 216 Arrow with No. 786 Point attached  
 No. 214-786—No. 214 Arrow with No. 786 Point attached

No. 106-794—No. 106 Arrow with No. 794 Point attached  
 No. 216-794—No. 216 Arrow with No. 794 Point attached  
 No. 214-794—No. 214 Arrow with No. 794 Point attached

No. 106-792—No. 106 Arrow with No. 792 Point attached  
 No. 216-792—No. 216 Arrow with No. 792 Point attached  
 No. 214-792—No. 214 Arrow with No. 792 Point attached

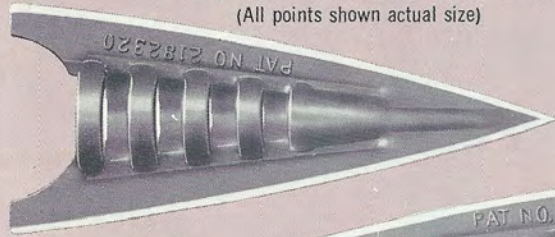
50 cents per dozen additional charge for attaching points. See price list.





# HUNTING POINTS

(All points shown actual size)



No. 781.

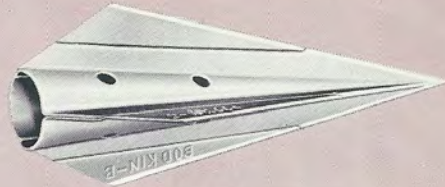
No. 782.



## ONE-PIECE TEMPERED STEEL BROADHEADS

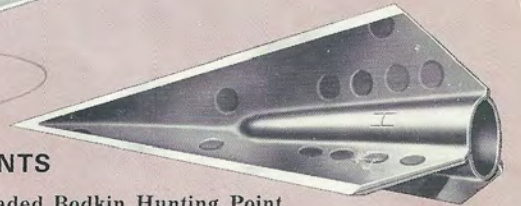
The favorite with many hunters who want a broadhead of exceptional lightness and strength. Shaped for maximum penetration. Reinforced ridges add rigidity and insure straightness. Fit on a taper for perfect alignment.

- No. 781—Barbed Steel Broadhead. Wt. 100 Grs.
- No. 782—Barbless Steel Broadhead. Wt. 100 Grs.



No. 783.

No. 786.



## THREE-BLADE HUNTING POINTS

No. 783—Three-bladed Bodkin Hunting Point  
Design affords maximum accuracy and cutting surface, easy extraction, minimum weight and exceptional flight stability. Precision ground cutting edges. Three regulation sizes:

- Large—A size, weight 130 grains.
- Medium—B size, weight 110 grains.
- Small—C size, weight 80 grains.

No. 786—Hi Precision Three Blade Head—One-piece welded steel construction. Weights:  $\frac{11}{32}$ "—125 grains,  $\frac{5}{16}$ "—100 grains.



No. 794.

No. 792.

## SPRING STEEL BROADHEADS

A clean solid blade design made from the finest spring steel . . . razor sharp. Has positive blade attachment to ferrule with vein cutters strong enough to cut bone. Ferrule made of nylon to provide positive adhesion to shaft . . . head stays on. Supreme hunting points with maximum penetration and devastating cutting action. Available in two edge and four edge models and in  $\frac{11}{32}$ " and  $\frac{5}{16}$ " sizes.

No. 794—Four Edge Spring Steel Broadhead. Weights approximately:  $\frac{11}{32}$ "—110 grs.

No. 792—Two Edge Spring Steel Broadhead. Weights approximately:  $\frac{11}{32}$ "—110 grs.

No. 791—Two Edge Spring Steel Broadhead. Weights approximately:  $\frac{11}{32}$ "—110 grs.



**A** No. 100      **B** No. 104      **C** No. 106      **D** No. 106      **E** No. 216



 **BEN-PEARSON** 

# All-Purpose

## ARROWS

Ben Pearson has designed these arrows to withstand the wear and tear of everyday use, in target shooting, field or hunting. Ideal for the archer who desires a less expensive arrow that will take lots of abuse without sacrificing top quality performance. All shafts are Port Orford Cedar, attractively fletched, crested and finished.

**A No. 214 — SELECT HUNTING ARROW . . .** A select hunting arrow complete with nock, fletching and crest; but less point. Shaft completely painted from end to end. Spined for bows weighing 40-49, 50-60 pounds. Shafts tenoned to 5 degree taper—ready for point! 28" length only. Specify bow weight.

Also available with point of your choice (See page 19 for points). See notice page 18.

**B No. 212—MATCHED FIELD ARROW . . .** A well made field arrow that will take lots of abuse. Made from Port Orford Cedar with spiral fletching. Matched within 5 grains and spined for 40-44, 45-49, 50-54, and 55-60 pound bow weights. 26", 27", 28" lengths only. Equipped with No. 682 Nonskid Field Point. Specify bow weight and arrow length.

**C No. 211—SELECT FIELD ARROW . . .** Made from Port Orford Cedar shaft size  $1\frac{1}{32}$ ". Colorfully crested with shaft completely painted from point to nock. Equipped with Nonskid Field Point. Matched for bows 40-49 and 50-60 pounds. Available in 28" length only . . . packed in  $\frac{1}{2}$  gross and dozen cartons only.

**D No. 210 —PRACTICE FIELD ARROW . . .** Not matched. Shafts sizes  $\frac{5}{16}$ " and  $1\frac{1}{32}$ " diameter. Fletched with 4" feather trim. Painted full length and colorfully crested with contrasting colors. 28" length only. Packed  $\frac{1}{2}$  gross only with 4 dozen  $\frac{5}{16}$ " and 2 dozen  $1\frac{1}{32}$ " shaft sizes.

**E No. 200—PRACTICE ARROW . . .** An inexpensive arrow that will stand plenty of rough treatment. Recommended for beginners. Plastic nocks, select turkey feathers. Equipped with No. 681 Bullet Point. Shaft is completely painted from point to nock. Colorful cresting. 22", 24", 26" and 28" lengths only.

**F No. 42—ECONOMY ARROW . . .** An inexpensive arrow made from genuine Port Orford Cedar with solid color shaft from point to nock. 24", 26" and 28" lengths. Packed in gross and  $\frac{1}{2}$  gross cartons.



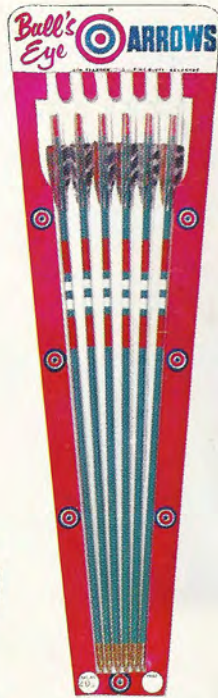
**A** 214      **B** 212      **C** 211      **D** 210      **E** 200      **F** 42



**DISPLAY MERCHANDISER PACKS**

Dealers . . . Stimulate impulse sales in your store at the point of purchase with these colorful Ben Pearson display merchandisers. In addition to items shown here, see the popular Blister Pack Jet Archery Sets on page 7.

**No. 202 BULLSEYE ARROW DISPLAY PACK** . . . Consists of a hard sheet, pilfer-proof plastic blister on colorful display card. Contains six top-quality Ben Pearson Arrows. Available in 26" length only. Minimum order 12 packs.



**GROSS ARROW PACK** . . . Consists of 2 dozen 24", 4 dozen 26" and 6 dozen 28", or only one length per carton. Other assortments available on special order. Please consult current Ben Pearson price list for listing of arrows available in gross pack.



**HALF-GROSS ARROW PACK** . . . Consists of 1 dozen 24", 2 dozen 26" and 3 dozen 28", or only one length per carton. See current Ben Pearson price list for details.



**No. 4 ARCHERY DISPLAY UNIT**

Profit from the growing interest in archery with this striking display unit. A complete junior archery department in just 3 feet of floor space! Floor display unit is free and one is packed with each assortment as you order. You always have a fresh new display for maximum point of sale impact on kids and dads. Assortment includes:

- 2—No. 440 Hickory Sets
- 2—No. 441 Hickory Sets
- 3—No. 341 Fibreglas Sets
- 3—No. 343 Fibreglas Sets
- 2—No. 346 Fibreglas Sets
- 1 Box 72—No. 42 Practice Arrows
- 1—Floor Display Unit
- 1 Box 72—No. 200 Select Practice Arrows



**BOW FISHING EQUIPMENT**

**A great archery sport...**

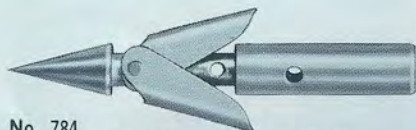
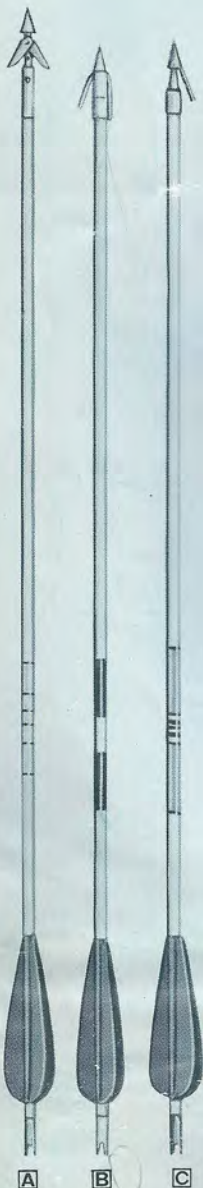
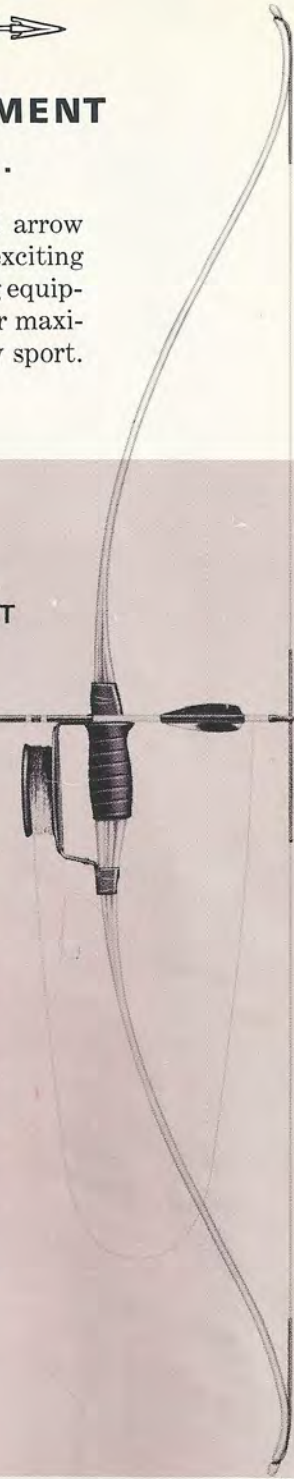
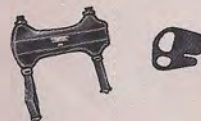
Shooting rough fish with bow and arrow gives the archer and bow hunter exciting extra sport. Ben Pearson bow fishing equipment is inexpensive yet designed for maximum success in this newest archery sport.



**No. 352  
COMPLETE  
BEN PEARSON  
BOW FISHING SET**

Everything you need to enjoy the exciting sport of fishing with bow and arrow. Complete outfit includes No. 335 recurved Super Jet Fiberglas Bow, No. 699 Bow Reel, No. 178 solid glass Fishing Arrow with Lay Laytex rubber fletching and retractable, swivel action harpoon point, 25 yards 70 lbs. test Braided Nylon Line plus Armguard and Finger Tab.

Available in 40, 45, 50, 55 lbs. at 28" draw.



**No. 784  
DOUBLE-BARBED HARPOON POINT**  
Designed for attaching line at point. Lower point unscrews for easy removal of fish. Ferrule fits 5/16" shafts.

**A No. 184—FISHING ARROW**  
A solid glass rod . . . practically indestructible . . . gives added weight for greater depth penetration. Fletched with LAY LATEX rubber vanes. Attractively crested. 5/16" diameter, 28" length. Equipped with No. 784 Double-Barbed Harpoon Point (above). Individually boxed.



**No. 778  
SINGLE-BARBED HARPOON POINT**  
Has retractable, swivel-action spring wire barb for easy fish removal. Harpoon head designed for maximum depth penetration. Ferrule fits 5/16" shaft.

**B No. 178—FISHING ARROW**  
Tough, durable, solid glass rod shaft fitted with the popular No. 778 Single-Barbed Point (above). LAY LATEX rubber vanes. Bright, colorful cresting. 28" length only. Individually boxed.



**No. 780 SINGLE-BARBED ONE-PIECE POINT**  
An inexpensive fishing point that will take hard usage. Spring wire barb prevents fish from shaking loose. Designed for attaching line at point. Fits 11/32" shaft.

**C No. 177—FISHING ARROW**  
An economy priced arrow featuring a rod shaft. Has amazing durability and . . . for good penetration under water. fletching . . . brightly crested. 28" length. Fitted with No. 780 Single-Barbed One-Piece Point (above). Individually boxed.



**No. 699—Bow Reel and Line**

An efficient one-piece bow reel made of anodized spun aluminum in assorted colors. Easily attached to bow with tape . . . no screws necessary! Equipped with spring wire line holder to prevent line from accidentally unreeling . . . non-corrosive finish, unaffected by salt water. Adaptable to various style bows. Complete with 50 yards of 80-lb. test nylon line.

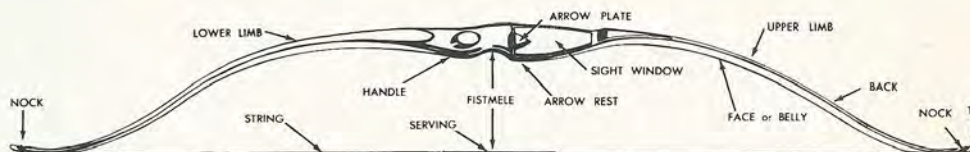
**No. 694—Bow Fishing Line**

25 yards braided nylon line, 70-lb. test.



# ENJOY ARCHERY AT ITS BEST

## with the right equipment for you . . .



### How to Choose the Correct Archery Equipment

For top performance, archery equipment should be chosen so it fits you. It is not a complicated procedure. Just follow the simple steps given here (or ask for help from your Ben Pearson dealer.)

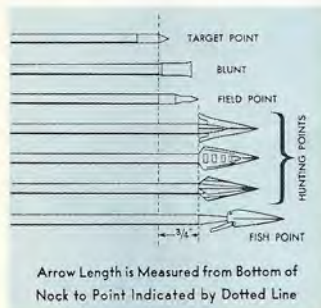
#### Arrow Length

First determine the correct arrow length for your length of draw. To do this, place a yardstick in the center of your chest and extend hands forward, with palms inward, as shown. Where fingertips touch the yardstick indicates your correct arrow length.

If fractions occur in this measurement, choose the nearest whole number. (If your measurement indicates exactly  $1\frac{1}{2}$ ", you should choose the next smallest whole number.)

Note: Custom arrows are available in any fractional length desired.

Arrows are measured by the factory depending on the type of arrow. Arrows are not necessarily measured from the nock to the tip of the point. In other words, a 28" hunting arrow will actually be somewhat longer than a 28" target arrow due to the allowance which must be made for the hunting point. However, you have only one arrow length (as determined by the yardstick method) and all allowances for the different types of arrows are made at the factory. (See diagram.)



#### Bow Weight

Do not "over bow" yourself. Choose a bow with the proper weight for you! Archery is a test of skill—not of strength. Most men will need a target bow of from 35 to 45 pounds draw weight. Women will average from 20 to 30 pounds for target bows. Hunting bows should be about 10 pounds heavier, depending on the individual.

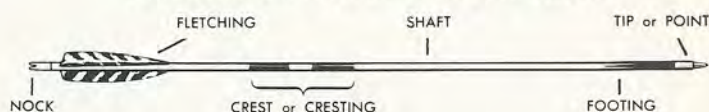
Bows for boys and girls will be correspondingly lighter, depending on age and muscular development. Beginning archers develop skill more rapidly by starting with a comparatively light bow and moving up to heavier bows as muscles are developed and proficiency is acquired. Bow weight is determined by the number of pounds pressure necessary to draw the bow to full draw. Most Ben Pearson bows are weighed and measured at 28" draw, some at 26". When weighed at 26", this information is so stated in the bow description.

For those whose full draw should be less or greater than the draw measurement of the bow, actual draw weight may be determined by figuring approximately two pounds per inch for each inch above or below draw measurement. For example: Should you use a 24" arrow on a bow that had been weighed at 28" and the bow weighed 48 pounds—you would actually only be drawing approximately 40 pounds. A 29" arrow used on the same bow would draw 50 pounds, etc.

#### Arrow Weight and Spine

For best results, arrows should have the proper spine to match the weight of the bow. More flexible arrow for lighter bows, stiffer arrows for heavier bows. Arrow weight and spine are necessary for accuracy, shot after shot.

### Nomenclature of the Bow and Arrow



#### How to Order Archery Equipment

The bows, arrows and accessories described in this catalog are available at most sporting goods stores wherever quality equipment is sold. If you cannot locate a Ben Pearson dealer in your locality, please order direct.

#### When Ordering Bows

Specify catalog number, length and weight desired. All Ben Pearson bows have individual catalog numbers for each bow length. However, by stating both catalog number and length it is possible to double-check your order to avoid errors.

#### When Ordering Arrows

Specify catalog numbers, length and bow weight.

#### When Ordering Leather Goods or Accessories

Always state the catalog number of the item desired, and size (when necessary).

#### Conditions

All prices listed in the price list are suggested retail prices and allowances have not been made for mailing or shipping costs.

All shipments will be invoiced at prices in effect at time shipment is made. **PRICES SUBJECT TO CHANGE WITHOUT NOTICE.**

C.O.D. orders will require a deposit of 25% with order.

Please give shipping instructions with every order, otherwise, we will ship cheapest way.

### Ben Pearson Guarantee

The archery equipment shown in this catalog is described in modest terms. You may expect every item to exceed, in actual performance, everything that we say about it. Ben Pearson archery equipment is hereby guaranteed to be, dollar for dollar, the finest tackle that archers in any country or any age have enjoyed. All items are guaranteed NOT to be defective in either workmanship or materials. Should any item be found to be defective of either workmanship or materials, contact Ben Pearson, Inc., by card or letter explaining the condition of the defective item. Should the condition of an item be such that it warrants an examination, it will be requested that the merchandise be returned immediately to the factory for our inspection. If found defective, proper adjustments or replacement shall be made. All Ben Pearson tackle is made by workmen who enjoy their craft and take pride in the quality of the tackle they produce. Each of our products is designed to meet the standard to which it is made, and we believe Ben Pearson standards are the highest.

Ben Pearson reserves the right to alter and improve specifications described herein at any time. All shipments are made by air, unless otherwise specified, and invoiced at prices in effect at time of shipment.



**BEN PEARSON**  
Archery

THE **BEN PEARSON**

# "Salesmaster"



The dynamic Ben Pearson Salesmaster Display Unit is designed especially for the progressive Ben Pearson dealer to increase turnover and yield maximum returns from his investment . . . both in time, floor space and money. The Salesmaster is extremely compact, allowing each item on display to be easily reached by the customer. Constructed of tubular aluminum, machine buffed to a high chrome-like lustre, structurally sound . . . extremely light and durable. Comes knocked-down, packaged flat. Can be easily assembled in minutes. A suggested stock order for the Salesmaster is available on request.



**BEN PEARSON**

INCORPORATED  
PINE BLUFF, ARKANSAS

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