



AMERICAN

ARCHERY COMPANY, INC.

2 WALKER AVE.

CLARENDON HILLS, ILL.



1960-61 CATALOG

Foreword

At American Archery you can get everything that is needed by the champion or beginning archer. We pledge ourselves to continue our policy of producing the best possible archery tackle at the most reasonable prices.

AMERICAN GUARANTEE OF SATISFACTION

If at any time an article of American archery tackle shows defective material or workmanship, return it to the factory for inspection and adjustment. We are not responsible for breakage occurring from abuse or twist developed in bow due to improper stringing of the bow.

AMERICAN ARCHERY COMPANY, INC.

2 WALKER AVE. CLARENDON HILLS, ILL.



This fine club house and shelter adds a lot to the enjoyment of archery for this club.



Archery is so popular in far away Finland that clubs are conducting outdoor shooting on a year around basis.



It takes real quality in archery tackle to hit such small targets under these conditions.



Over 90% of the bows used by the Helsinki, Finland archers are AMARCO bows made by American Archery Company.



Good tackle makes good archers and helps to build more club spirit and enthusiasm. Over 90% of these archers use bows made by American Archery Company.

TERMS OF SALE

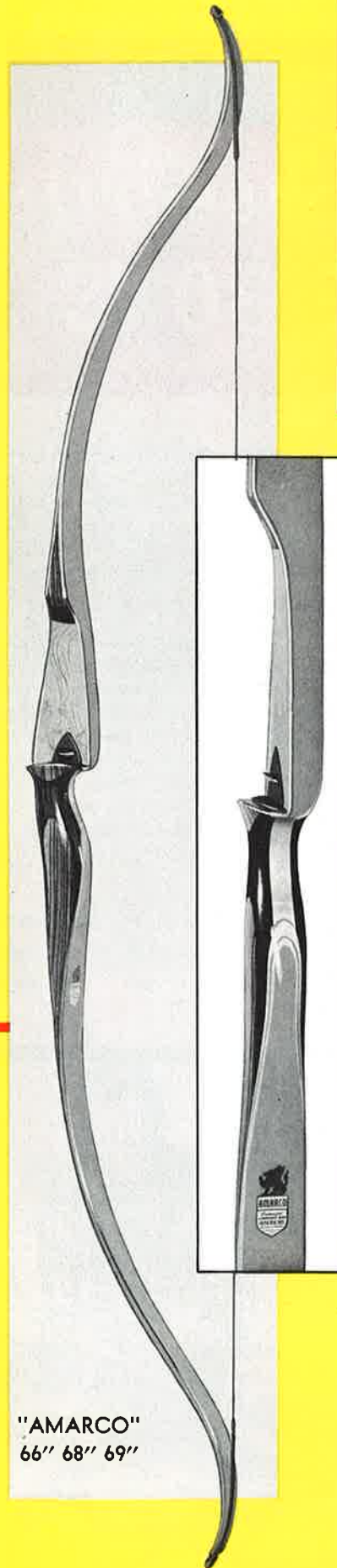
All initial orders should be accompanied by the name of your bank and three current trade references. This will avoid shipping delay. All prices are F.O.B. Clarendon Hills, Illinois (or shipping point), and are subject to change. All open accounts are payable 10 days E.O.M.

CLAIMS

All claims of shortages must be made within five days of receipt of shipment. Please write to us first if you wish to make a return. All returns must have our permission and be prepaid by the sender.



Your club will come up with more champion archers when they use American Archery tackle.



"AMARCO"
66" 68" 69"

AMERICAN ARCHERY HAS PUT OVER TWENTY FIVE YEARS OF EXPERIENCE INTO THE PRODUCTION OF

Outstanding! AMARCO BOWS

The outstanding and supreme creation of the bowyer's art made possible by the painstaking care and high standards of American craftsmanship developed throughout thirty years of building championship bows. The 1960 AMARCO will be found at the head of the class in state, national and international competition. Outstanding cast, smooth draw and top efficiency make this bow the champions favorite.

FEATURES

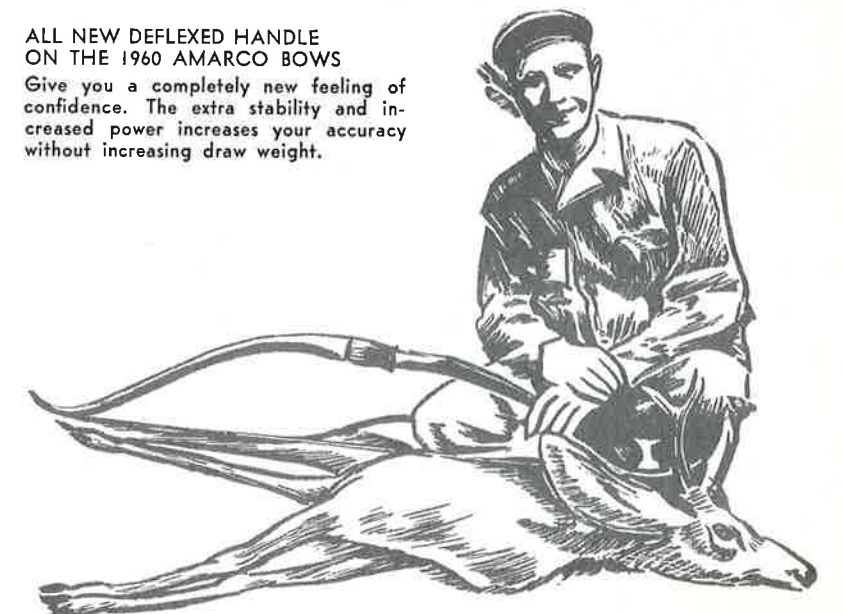
Improved limb design embodies a wide "twist-free" working recurve end combined with deflexed limbs. High tensile strength pre-backed fiber glass backings and facings are permanently bonded to two double tapered, full length, extra seasoned northern hard maple cores. Extra high sight windows with generous arrow shelf and overdraw are artistically laminated with beautiful imported hardwoods and finished with a hard, crystal clear synthetic finish to further enhance the natural beauty of this bow.

Order your AMARCO in any of the following three lengths to match your own particular requirements:

For 24" to 28" draw lengths.....	No. ACT-66"	\$75.00
For 28" to 29" draw lengths.....	No. ACT-68"	75.00
For 29" to 31" draw lengths.....	No. ACT-69"	75.00

ALL NEW DEFLEXED HANDLE ON THE 1960 AMARCO BOWS

Give you a completely new feeling of confidence. The extra stability and increased power increases your accuracy without increasing draw weight.



TEST THESE BOWS ON YOUR OWN RANGE AND YOU WILL SEE WHY THE EXPERT ARCHER CHOOSES THE

Straight Shooting AMACHEE BOWS

Now you can own one of the amazing AMACHEE bows that have outshot and outscored dozens of higher priced bows in shoulder to shoulder competition. Dollar for dollar and pound for pound you can't buy more cast, stability and accuracy for your money! Try one of the 1960 AMACHEE bows on your own range - compare it with any other bow - and you'll see how it reaches out and hits the long shots!

FEATURES

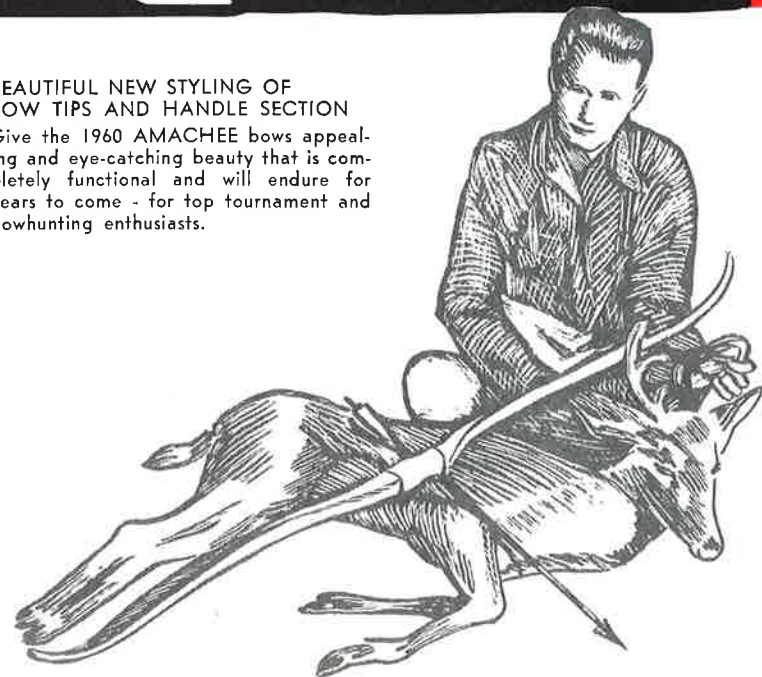
Fully recurved, semi-deflexed limbs with balanced power delivers wood, glass or aluminum arrows with greater accuracy. Deep seated "self-aligning" handle grip puts the pressure of your bow hand at the proper point and eliminates errors in shooting. High window opening on the center-shot handle makes it equally efficient for the instinctive or free-style archer. Unique design makes it easier to match your arrows to this bow. Attractive combinations of high-tensile strength modern fiber-glass backings and facings are permanently bonded to our own double tapered hard maple cores for maximum durability.

For greatest efficiency order according to your draw length and specify the draw weight you desire.

- For 24" to 29" draw lengths.....No. AMC-64" **\$65.00**
- For 26" to 29" draw lengths.....No. AMC-66" **65.00**
- For 29" to 31" draw lengths.....No. AMC-68" **65.00**

BEAUTIFUL NEW STYLING OF BOW TIPS AND HANDLE SECTION

Give the 1960 AMACHEE bows appealing and eye-catching beauty that is completely functional and will endure for years to come - for top tournament and bowhunting enthusiasts.



"AMACHEE"
64" 66" 68"

BOWHUNTERS, FIELD ARCHERS AND TOURNAMENT ARCHERS LIKE THE CAST AND STABILITY OF THE

Power Packed CHEETAH BOWS

Regular Cheetah

Thousands of successful bowhunters and tournament winners praise the famous cast and stability of our regular CHEETAH bow because of the hundreds of deer and trophies won with it. You too, will be pleased with the power-packed, brilliant long range cast that puts you in command in the toughest bowhunting situations or at the toughest field archery target ever devised.

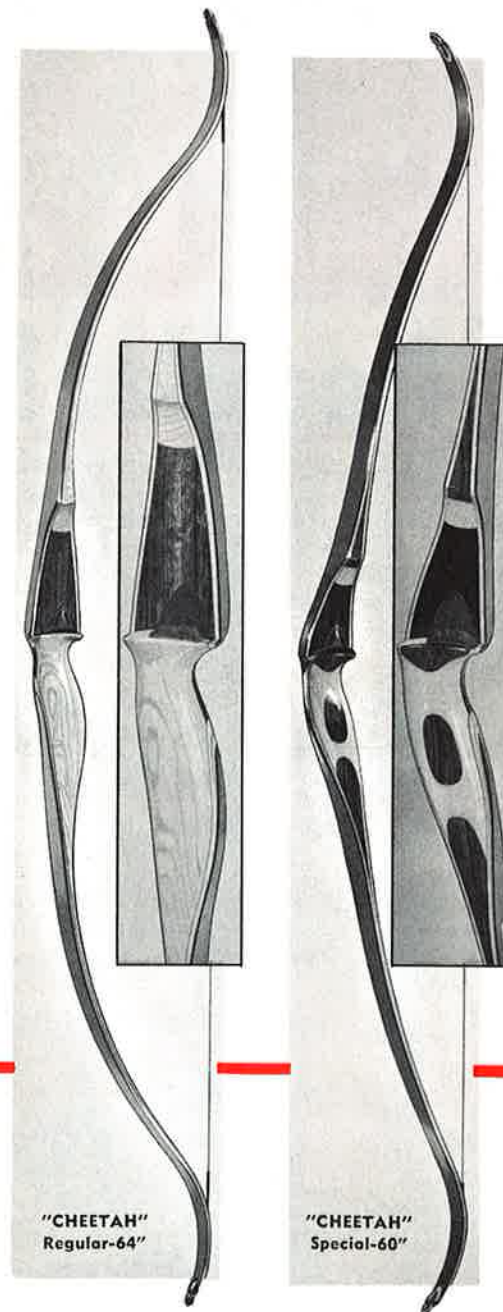
For 27" to 31" draw lengths.....No. CHB-64" **\$49.50**

Cheetah Special

Here is the bow you want if you want superb cast combined with a bow that is extremely short and light in weight. The handle is set fully forward of the limb thrust thereby giving especially smooth action in relation to power! Graceful form-fitting grip is combined with a full view at all times. Extra wide limbs and the best grade of glass make this bow extremely durable!

NEW! CHEETAH SPECIAL SHORT LENGTH HUNTING BOW

For 24" to 29" draw lengths.....No. 60"CS **\$59.50**



SPECIFY YOUR DRAWING LENGTH AND BOW WEIGHT WHEN ORDERING

The majority of the modern bowhunters now use bows from 40 to 50 lbs. for all of their hunting and field shooting. This is because of the tremendous advances we have made in giving extra "punch" to the bows without adding draw weight.

CHEETAH BOWS ARE SPECIALLY DESIGNED FOR INSTINCTIVE ARCHERS

No matter where you hunt - whether it is in brushy country - or even up in a tree - you will find these CHEETAH bows excellent and dependable companions. Their shorter length and high velocity make it possible to shoot from positions that would not be possible with other types of bows.



HERE ARE BOWS THAT CAN BE COMPARED WITH OTHER BOWS SELLING FOR UP TO \$25.00 MORE!

Economical KIT KAT BOWS

Regular!

This bow will appeal to many archers who are buying their first bow and want high priced features at a low cost! The special design deflexed, recurved limbs have hard maple cores backed and faced with high tensile strength fiber glass. The full center-shot high sight window is equally useful for free style or instinctive shooting! The semi-pistol grip automatically positions the bow for every shot. The short limbs will handle long or short arrows and draw lengths with top efficiency.

For 24 to 30 inch draw lengths.....No. KK-R **\$39.50**

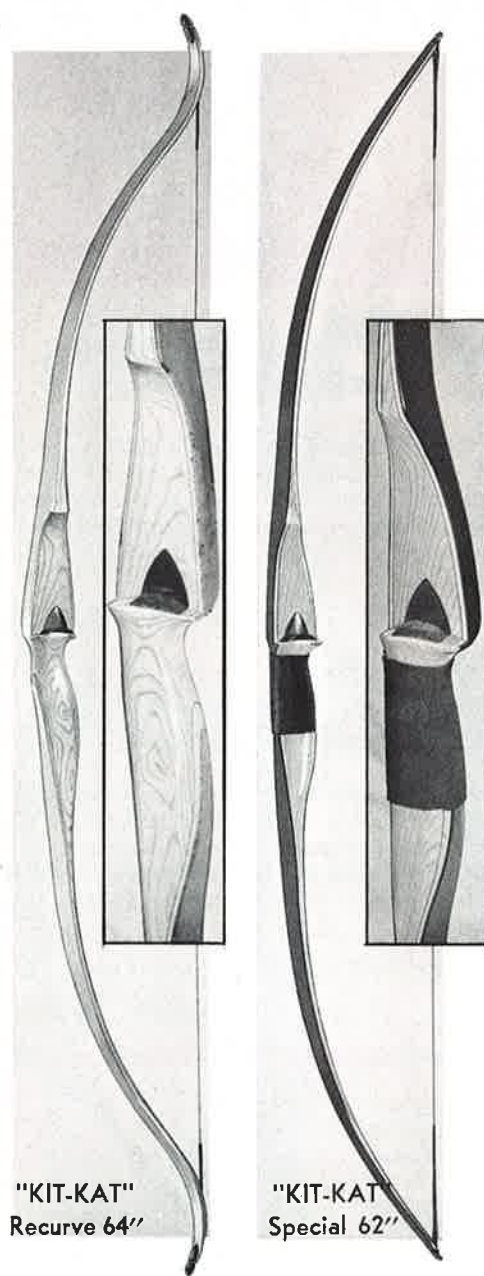
Special!

A highly desirable bow for schools, colleges and camps. The straight ends and reflexed limbs have a high sight window that makes it well adapted to all types of shooting. The short limbs make it especially adapted to hunting since they give added cast and make it easy to maneuver. The semi-pistol grip makes every shot comfortable and smooth! Made with the same high tensile fiber glass backing and facing and tapered maple cores as our finest bows!

For 24 to 30 inch draw lengths.....No. KK-S **\$29.50**

THE KIT-KAT BOWS ARE THE BEST BUYS FOR BEGINNERS!

They have the high velocity needed to make it easier to score vital hits in target, field or hunting. They are made with the same high quality of craftsmanship as other American bows.



"KIT-KAT"
Recurve 64"

"KIT-KAT"
Special 62"

EQUIPPED WITH SPECIAL ARROW REST and LEATHER ARROW PLATE

Both KIT-KAT bows have our standard felt arrow rest and tapered leather arrow plate that cradles the arrow just right so that it passes the handle with the least amount of interference and increases your accuracy. You will like the smooth, easy drawing of the KIT-KATS and their freedom from jar when the arrow is released.

TOURNAMENT QUALITY DESIGN THAT HAS BEEN PROVEN SUPERIOR FOR SHORT RANGE SHOOTING

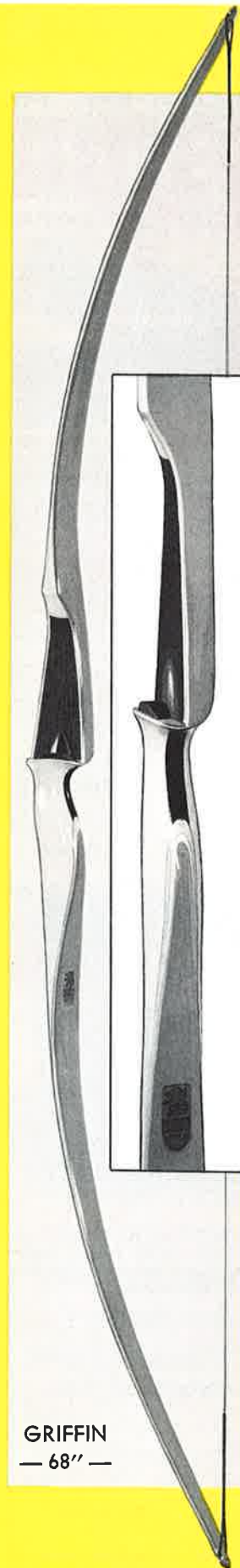
All Purpose GRIFFIN BOWS

An extra long bow that gives record-breaking accuracy at moderate distances. It has a full pistol grip and deflexed limbs combined with an extra high sight window.

FEATURES

Your arrows straighten out at once when they leave this bow due to the special design of the limbs and the extra length. You get increased accuracy at short ranges with this bow.

For 27 to 31 inch draw lengths.....No. GR-68" **\$39.50**



GRIFFIN
— 68" —

THE FLASH

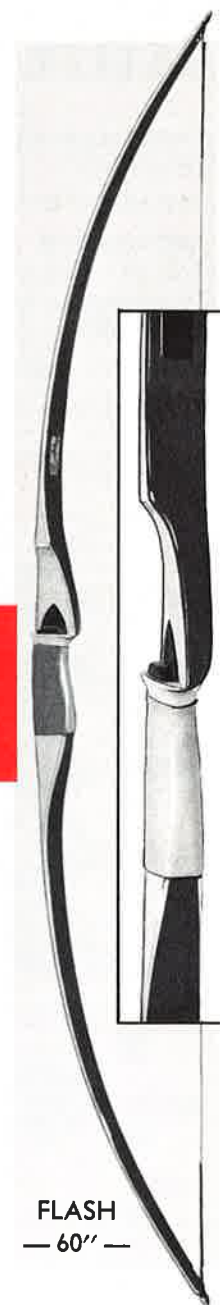
A fine bow for the starting archer who wants the quality construction of the American line of composite bows.

FEATURES

Reflexed straight limbs for smooth power and release with the same high quality high tensile fiber-glass and hard maple cores bonded with lifetime adhesives. Finished with the tough high gloss finish that withstands rough knocks and abuse. Equipped with double loop served Dacron bow-string.

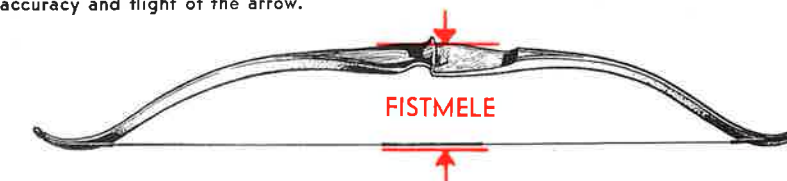
Up to 28" draw....No. FLA-60" **\$24.50**

FLASH
— 60" —



KEEP YOUR AMERICAN COMPOSITE BOW WORKING AT TOP EFFICIENCY BY MAINTAINING THE RIGHT FISTMELE

Look at the illustration to see the right way to measure the fistmele on your bow. If the fistmele is too high, it reduces the bow's efficiency - and if it is too low it impairs the accuracy and flight of the arrow.



Average fistmele on American composite bows is 9/4". This may vary 1/4" more or less depending upon the model of your bow and the way you like to have your bow perform. Once you have established the fistmele that you like best on your bow, measure it with a ruler and maintain it that way at all times.

IMPORTANT! EXTRA VALUES TO IMPROVE YOUR SHOOTING WITH

AMERICAN *Custom Fletching*

FEATHER GRADING

Only choice top grade turkey feathers are used on American arrows. Feel the uniform texture of each vane. Notice the smooth, even side trim and base sanding. Compare our fletching with any others and you'll see why American arrows are preferred by particular archers.

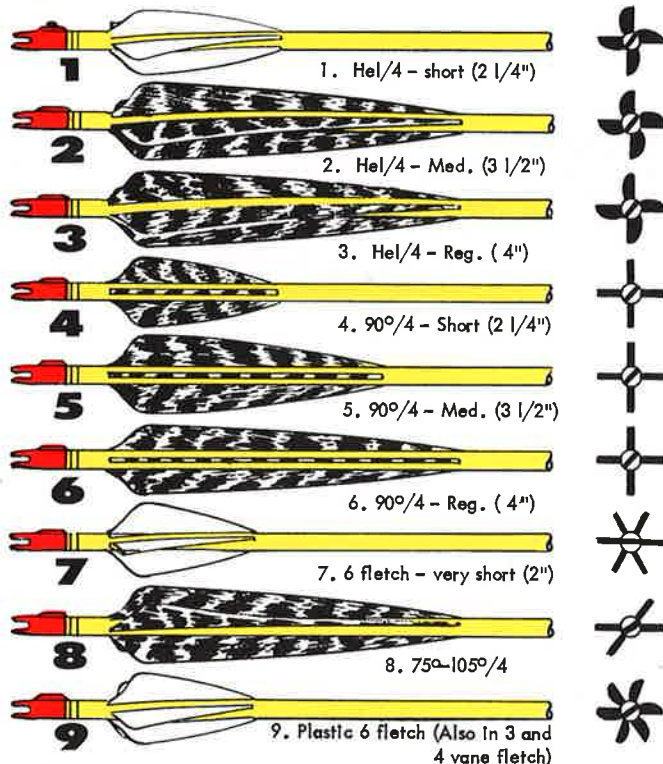
ADVANCED FLETCHING STYLES

You get the benefit of over 35 years of experience in fletching and trimming arrows for particular archers when you leave the choice up to us. Unless otherwise specified, we will use the short fletch on arrows to 35 lbs., medium fletch on arrows to 50 lbs., and regular fletch on arrows 50 lbs. and over.

SELECT YOUR OWN FLETCHING

We invite you to make your own fletching selection by giving us the number which corresponds to your choice. Please use the code numbers which are listed below when ordering special fletching.

ORDER YOUR FLETCHING USING THE CODE NUMBERS LISTED BELOW

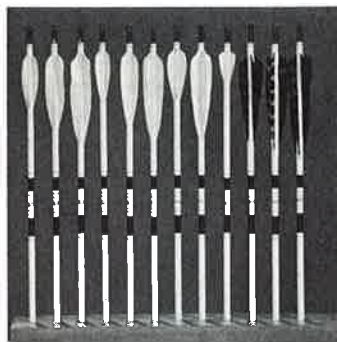


Extra Charges for Special FLETCHING AND CRESTING on WOOD ARROWS

Helical 4 fletching.....	No. H-4	\$1.00 doz.
4 fletch white feathers.....	No. 4F	2.00 doz.
3 fletch white feathers.....	No. 3F	1.00 doz.
Special cresting - according to your sample or directions	No. SC	1.00 doz.
Special 6 fletching as shown on chart - with plastic or feathers.....	No. 6F	1.00 doz.

FLETCHING SELECTION DISPLAY

Guarantee better satisfaction for yourself and your customers. Only a nominal charge is made for this special fletch display which shows the exact styles of fletching and cresting available on American arrows. Special Fletch Display No. SFD

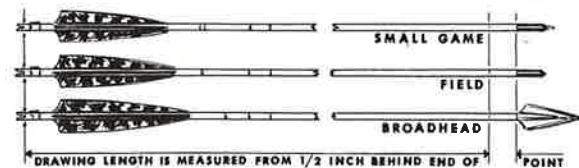


YOU GET BETTER SATISFACTION WHEN YOU ORDER ARROWS THIS WAY

Be sure to give us the code number, arrow length, spine (or shaft number), amount and any other details regarding color of cresting and fletching when ordering. This will speed up your order and insure maximum satisfaction.

DRAW LENGTHS - from 22" to 29" in Port Orford Cedar Shafts.

SPINES - 5/16" diameters for bows up to 50 lbs. 11/32" diameters for bows 40-80 lbs.



CODE	AMOUNT	LENGTH	SPINE	SHAFT	DESCRIPTION	PRICE	TOTAL
GA-I	1 doz.	28"	40-45#	5	Glass arrows with No. 2 fletch - DW Orange H/4	\$25.95 NC	\$25.95
PMAT	1 doz.	28"	45-50#	1820	Aluminum arrows No. 1 - Fletch H/4	\$29.50 NC	
					Yellow DW feathers	NC	\$29.50

WE ARE NATIONAL DISTRIBUTORS FOR "MICRO-FLITE" FIBER GLASS SHAFTS

AMERICAN *Glass Arrows*

MADE IN 10 SIZES OF MIRROR-SMOOTH YELLOW "MICRO-FLITE" SHAFTS



USE THIS CHART TO HELP YOU SELECT THE RIGHT ARROW SHAFT TO MATCH YOUR BOW

BOW WEIGHT	POPULAR GLASS SHAFT NUMBERS				
	26"	27"	28"	29"	30"
30 to 34 lbs.	2	2	3	4	5
35 to 39 lbs.	2	3	4	5	6
40 to 44 lbs.	3	4	5	6	7
45 to 49 lbs.	4	5	6	7	7
50 to 54 lbs.	5	6	7	7	8
55 to 59 lbs.	6	7	7	8	8

DRAW LENGTH SHOWN - is for actual draw length from the inside of neck to the shoulder of point.
FIELD AND HUNTING ARROWS - using heavy weight tips should use the equivalent draw length for 2" longer draw.

"Micro-flite" is the only fiber glass arrow that has equalled aluminum arrows in performance. They are only a few grains heavier than aluminum, yet they will stay straight and true even with rugged use. That is why so many expert archers prefer "Micro-flite" above any other type of arrow!

Send us your exact requirements for overall length and draw weight or use the chart shown here to select your own size and length.

NO. 1 GRADE "MICRO-FLITE" ARROWS

Our best seller! Rigidly graded for perfection of spine and balance. With your choice of target points or special adaptors for field and hunting points.....No. GA-I **\$25.95 doz.**

CUSTOM GRADE "MICRO-FLITE" ARROWS

Especially graded for supreme matching in spine, weight and balance. With your choice of target points or special adaptors for field and hunting points.....No. GA-C **\$29.50 doz.**

"MICRO-FLITE" HUNTING ARROWS

With your choice of our No. 1, 2, 3, or 4 broadhead.....No. GA-H **\$29.50 doz.**

FULL LENGTH "MICRO-FLITE" ARROWS

It costs no more to order your glass or aluminum arrows completely finished except for the attachment of points or adaptors. In this way you can outfit a wide range of draw lengths simply by applying the information given in the charts on this page.

"MICRO-FLITE" GLASS ARROW KITS

With your choice of target points or adaptors - nock inserts attached - cement and instructionsNo. GAK **\$18.95 doz.**

Please give the shaft number when ordering the following items.

Nock Inserts	No. NI	\$1.30 doz.
Adaptors for broadheads or field points.....	No. BA	2.00 doz.
Target Point Inserts.....	No. TI	2.00 doz.

WE ARE NATIONAL DISTRIBUTORS FOR EASTON ALUMINUM SHAFTS

AMERICAN *Aluminum Arrows*

MADE IN 22 SIZES OF EASTON 24 SRT-X AND XX-75 ALUMINUM SHAFTS



USE THIS CHART TO HELP YOU SELECT THE RIGHT ARROW SHAFT TO MATCH YOUR BOW

BOW WEIGHTS	POPULAR ALUMINUM SHAFT NUMBERS				
	26"	27"	28"	29"	30"
30 lbs. to 35 lbs.	1616	1618	1716	1816	
35 lbs. to 40 lbs.	1618	1716	1718	1816	1818
40 lbs. to 45 lbs.	1716	1718	1816	1916	1916
45 lbs. to 50 lbs.	1718	1816	1818	1918	2016
50 lbs. to 55 lbs.	1816	1818	1820	2016	2018
55 lbs. to 60 lbs.	1818	1916	1918	2018	2020
	1818	1820	1918	1920	2020

DRAW LENGTH SHOWN - is for actual draw length from the inside of neck to the shoulder of point.
FIELD AND HUNTING ARROWS - using heavy weight tips should use the equivalent draw length for 2" longer draw.

American precision craftsmanship plus your choice of 12 styles of fletching and you have the world's finest tournament grade arrows. Send us your overall arrow length and bow weight at your draw when ordering and we will select the right number and size to give you the greatest efficiency! If you prefer, you may select your own size and number from the chart of popular sizes shown here.

24 SRT-X ALUMINUM ARROWS

Made with the tubing that has won more championships than all other types of tubing	
PMA-T Target arrows.....	\$29.50 doz.
PMA-H Hunting arrows.....	32.00 doz.
PMA-F Field arrows with 200 NS point.....	30.00 doz.
24 SRT-X Full length shafts and points.....	\$20.80 doz.
24 SRT-X Points applied to length.....	22.00 doz.

Write for quantity prices on shafts and points

XX 75 ALUMINUM ARROWS

XX75 shafts are the same spine as 24 SRT-X but have one third greater bend-resistance with a tensile strength close to 100,000 P. S. I.	
PMAT XX75 Target arrows.....	\$34.50 doz.
PMAT XX75 Hunting arrows.....	37.00 doz.
PMAT XX75 Field arrows 200NS points.....	35.00 doz.
XX75 Full length shafts and points.....	25.80 doz.
XX75 Points applied to length.....	27.00 doz.

Write for quantity prices on shafts and points

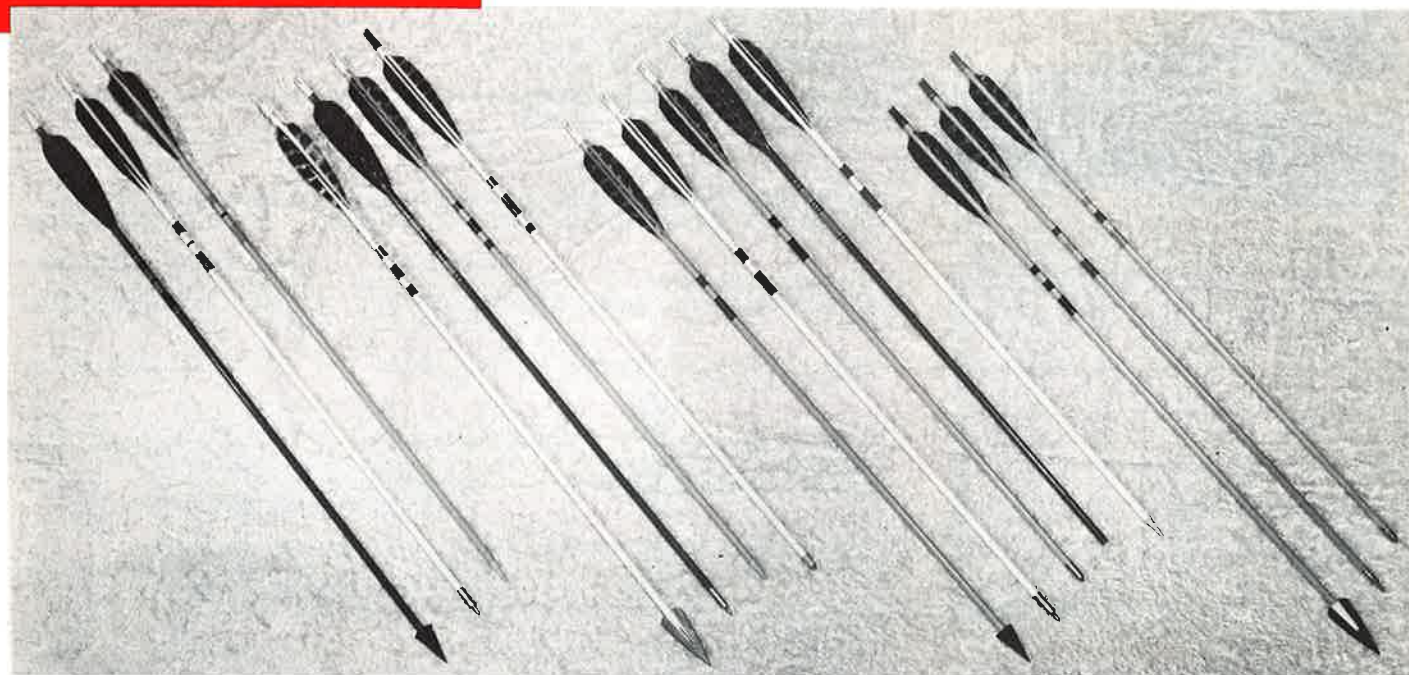
Aluminum target point inserts for 24 SRT-X or XX75 shafts. Give shaft number when ordering
No. ATI **\$3.80 doz.**

Aluminum broadhead or field point adaptor inserts. Give shaft number when ordering.
No. ABA **\$3.00 doz.**

AMERICAN

Super Matched Arrows

SCIENTIFICALLY BALANCED FOR BETTER PERFORMANCE



NO. 1 - CUSTOM GRADE

Hunting Arrows with choice of No. 1, 2, 3, or 4 broadheads.....	Order No. 1-H	Dozen	\$16.95
Field Arrows with Non-skid Interchangeable heads.....	1-NS		14.75
Without heads - Tapered for broadheads or field points.....	1-SH		14.00

NO. 2 - CUSTOM GRADE

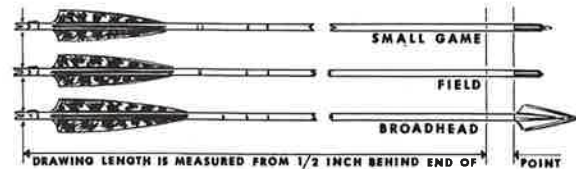
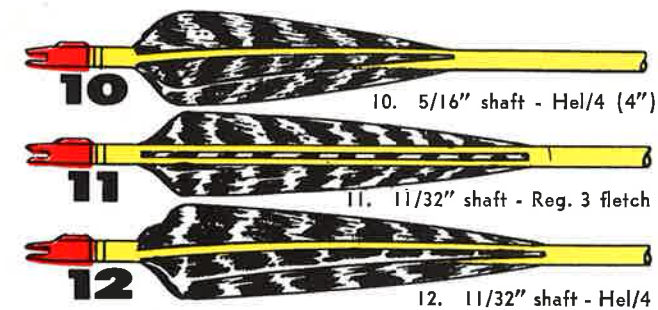
Hunting Arrows with choice of No. 1, 2, 3, or 4 broadheads.....	Order No. 2-H	Dozen	\$14.95
Field Arrows with Non-skid Interchangeable heads.....	2-NS		12.75
Tapered for broadheads or field points - without heads.....	2-SH		12.25
Plain Ends - without heads - full length shafts.....	2-P		11.50

STANDARD MATCHED

Hunting Arrows with choice of No. 1, 2, 3, or 4 broadheads.....	Order No. RA-H	Dozen	\$13.50
Field Arrows with parallel wall Non-skid points.....	RA-NS		10.95
Heavyweight Target Points for field or target.....	RA-T		10.95
Tapered for broadheads or field points - without heads.....	RA-SH		10.45
Plain Ends - without heads - full length.....	RA-P		10.00

SPECIAL SPINED FIELD AND HUNTING ARROWS

Hunting Arrows with choice of No. 1, 2, 3 or 4 broadheads.....	Order No. S-HA	Dozen	\$12.00
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CHOICE OF ARROW LENGTHS and SHAFTS
 LENGTHS: Drawing lengths from 22" to 29" in Port Orford
 SHAFTS: 11/32" or 5/16" diameters.
 5/16" for bows up to 50 lbs.
 11/32" for bows 40 to 80 lbs.

BE SURE TO SPECIFY SPINE, LENGTH, AND DRAW WEIGHT WHEN ORDERING ARROWS.

Hunting and Field Points

NO. 1 - THREE EDGE HI-PRECISION BROADHEADS



Made of fine clock steel - pre-sharpened and honed!				
5/16"	90 gr.	No. 1 - 5/16"	\$3.75 doz.	\$29.00 C
11/32"	125 gr.	No. 1 - 11/32"	\$3.75 doz.	27.70 2C

NO. 2 - TWO EDGE SABER BROADHEADS



Preferred by many beginners and experts!				
5/16"	90 gr.	No. 2 - 5/16"	\$3.75 doz.	\$29.00 C
11/32"	110 gr.	No. 2 - 11/32"	\$3.75 doz.	27.70 2C

NO. 3 - THREE EDGE MA-3 BROADHEADS



A highly popular broadhead throughout many years!				
5/16"	120 gr.	No. 3 - 5/16"	\$3.75 doz.	\$29.00 C
11/32"	130 gr.	No. 3 - 11/32"	\$3.75 doz.	27.70 2C

NO. 4 - FOUR EDGE SABER BROADHEADS



Perfectly matched and balanced - razor sharp!				
5/16"	100 gr.	No. 4 - 5/16"	\$4.50 doz.	\$35.00 C
11/32"	120 gr.	No. 4 - 11/32"	\$4.50 doz.	33.25 2C

NO. SAB - SWIVEL ACTION BROADHEADS



Expanding cutting action produces maximum bleeding!			
5/16"	120 gr.	No. SAB- 5/16"	\$5.95 doz.
11/32"	120 gr.	No. SAB-11/32"	\$5.95 doz.

INTERCHANGEABLE PRACTICE POINTS



These are our most popular heads for pre-hunting practice and small game. They look the same as the regular parallel wall heads but the inside wall is tapered so that it can be used to replace any regular broadhead!

NON-SKID INTERCHANGEABLE HEADS

5/16"	100 gr.	No. 200NS- 5/16"	.90 doz.	\$7.00C
11/32"	125 gr.	No. 200NS-11/32"	.90 doz.	7.00C

BLUNT INTERCHANGEABLE HEADS

5/16"	100 gr.	No. 200B- 5/16"	.90 doz.	\$7.00C
11/32"	125 gr.	No. 200B-11/32"	.90 doz.	7.00C

PARALLEL WALL FIELD AND TARGET POINTS



REGULAR TARGET POINTS				
5/16"	35 gr.	No. RT	.35 doz.	\$2.50C



NON-SKID HEADS				
5/16"	60 gr.	No. NS- 5/16"	.90 doz.	\$7.00C
11/32"	100 gr.	No. NS-11/32"	.90 doz.	7.00C



HEAVYWEIGHT TARGET POINTS				
5/16"	60 gr.	No. TP- 5/16"	.80 doz.	\$6.00C
11/32"	100 gr.	No. TP-11/32"	.80 doz.	6.00C



METAL BLUNTS				
5/16"	65 gr.	No. MB- 5/16"	.80 doz.	\$6.00C
11/32"	125 gr.	No. MB-11/32"	.80 doz.	6.00C



RUBBER BLUNTS				
5/16"	100 gr.	No. RB- 5/16"	1.80 doz.	\$13.75C
11/32"	125 gr.	No. RB-11/32"	1.80 doz.	13.75C

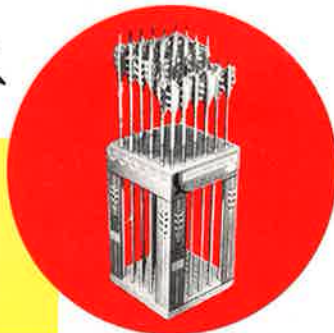
AMERICAN *Special Matched Arrows*

The high standards of American quality and craftsmanship make these arrows very good values for junior and adult archers

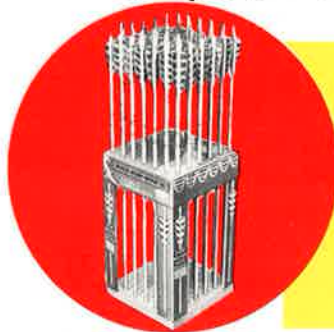
Ideal School Arrows

Matched for 20-30 lb. and 30-40 lb. bows in 26" and 28" lengths. They are equipped with "slip-over" target points for extra strength and durability.

No. ATA PACKED IN INDIVIDUAL DOZEN BOXES.....\$7.75 doz.
No. ATA-6 IN SPECIAL 6 DOZEN RACK..... 7.50 doz.



Adult Beginners Arrows



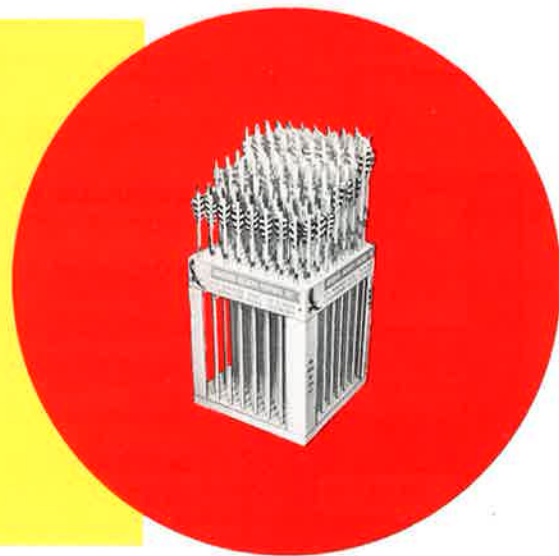
These arrows are especially chosen to match 30-40 lb., 40-50 lb. bows and 50-60 lb. bows depending upon your bow weight. They are available in 26" and 28" lengths and come equipped with Non-skid or Target points.

No. SSA-T6 With Target Points, 6 dozen rack.....\$7.95 doz.
No. SSA-NS6 With Non-skid Points, 6 dozen rack..... 7.95 doz.
No. SSA-TS With Target Points, In Individual Boxes..... 8.20 doz.
No. SSA-NSS With Non-skid Points, In Individual Boxes..... 8.20 doz.

Beginners Practice Arrows

In order to save you the greatest amount of money we are offering this arrow in our regular display racks and in special bulk packing.

No. BNS8 - Non-skid points in 24", 26" or 28" lengths - 8 doz. assorted.....\$4.20 doz.
No. BNS - Non-skid points in 24", 26" or 28" lengths (Bulk pack) 8-12 doz..... 4.00 doz.
No. BPA8 - Target Points in 24", 26" or 28" lengths - 8 doz. assorted.....\$3.50 doz.
No. BPA - Target Points in 24", 26" or 28" lengths (Bulk pack) 8-12 doz..... 3.25 doz.
No. BPA - Target Points in 22" lengths only - 8 doz. assorted.....\$3.25 doz.
No. BPAB - Target Points in 22" lengths only (Bulk pack) 8-12 doz..... 3.00 doz.



SPECIAL! 100 BNS or BPA ARROWS assorted according to your choice shipped by parcel post.....for price of 8 dozen } **4 FREE ARROWS**

COMPLETE LINES OF ALL TYPES

AMERICAN *Target Faces*

REASONABLY PRICED

FOUR COLOR SKIRTED OILCLOTH FACES

Brilliant colors on heavyweight dull finish oilcloth for maximum life. Ideal for schools and camps. Wide skirt and draw string makes it easy to attach and remove the target.

48" Tournament size, skirted.....48-CF \$4.95 ea.
36" Back Yard size, skirted.....36-CF 3.95 ea.
24" Picnic and Display size, skirted.....24-CF 2.75 ea.

TOUGHENIZED FOUR COLOR PAPER FACES

48" Official Tournament size.....48-TF \$1.60 ea.
36" Back Yard Practice size.....36-TF 1.10 ea.
24" School and Display size.....24-TF .75 ea.

HEAVY TAG FOUR COLOR PAPER FACES

48" Official size 4 color target.....48-PF \$1.00 ea.
36" Practice size 4 color target.....36-PF .65 ea.
24" Practice size 4 color target.....24-PF .45 ea.
16" Indoor size 4 color target.....16-PF .15 ea.
10" Novelty size 4 color target.....10-PF .10 ea.

CORRUGATED BOX TARGET

16" Four color face imprinted on front - plus extra targets. Stuffed with old rags or paper this makes a very good target for the beginner to use.

Shipped in packages of six.....16-BT \$1.00 ea.

BLACK HUNTER'S FIELD ARCHERY FACES

18 Assorted sizes for a 14 target field course.....BHF-18 \$4.25 set

TOUGHENIZED BLACK AND WHITE FIELD ARCHERY SET

36 Assorted sizes for a 28 target field course.....TBW-36 \$3.95 set

BLACK AND WHITE FIELD ARCHERY FACES ON HEAVY TAG

For indoor and outdoor use 6" Paper face.....6-PF \$.50 doz.
18" Paper face 18-PF .15 ea. 8" Paper face.....8-PF .75 doz.
24" Paper face 24-PF .20 ea. 12" Paper face.....12-PF 1.10 doz.

CAMOUFLAGE EQUIPMENT

BOW COVER

Fits any size bow - five colors sewn with nylon thread to protect your bow during bowhunting.....KBC \$1.25

WATER REPELLENT 2 PC. CAMOUFLAGE SUIT

Made of heavy cotton material cut full for freedom of movement. Large and roomy with adjustable waist tabs. State size when ordering. Extra Large No. 85-XL \$12.95. Small, Med. or Large No. 85 \$11.95

HEADWEAR

Sanforized, colorfast, comfortable five color combination Sizes 6 7/8 through 7 5/8" in your choice of caps, hats or headnets.

Caps.....No. 55 \$1.00
Hats.....No. 45 2.50
Headnets.....No. 35 1.00



MARSH GRASS TARGETS

With special reinforced center sections for extra long wear.

48" REGULATION SIZE
70 lbs. No. ST-48.....\$25.00
36" PRACTICE SIZE
40 lbs. No. ST-36..... 15.00
24" PRACTICE and FIELD
20 lbs. No. ST-24..... 8.00
16" ROVING and FIELD
10 lbs. No. ST-16..... 4.25

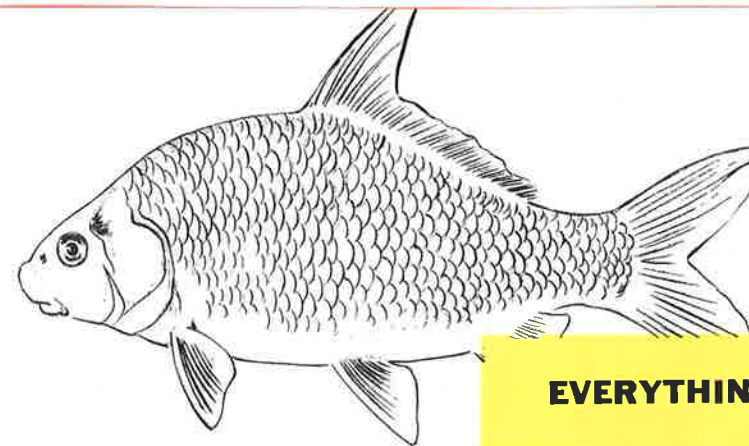
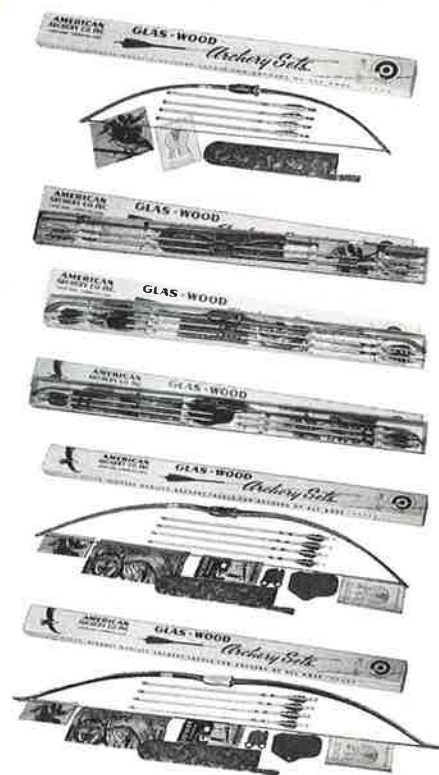
Solid FIBRE GLASS BOWS

- GB-1 JUVENILE BOW**
Up to 10-15 lbs., 42" long straight end bow - for ages 3 to 6 years.....GB-1 \$ **2.95**
- GB-2 CADET BOW**
Up to 20 lbs., 48" long straight end bow - for ages 4 to 8 years.....GB-2 \$ **4.25**
- GB-3 JUNIOR BOW**
25-30 lb., 48" long recurve end bow - for ages 5 to 10 years.....GB-3 \$ **5.45**
- GB-4 JUNIOR BOW**
25-30 lb., 54" long recurve end bow - for ages 6 to 12 years.....GB-4 \$ **7.50**
- GB-5 SCHOOL BOW**
20-25, 25-30, 30-35, and 35-40 lb., 56" straight end bow - for ages 8 to 14 years.....GB-5 \$ **9.95**
- GB-6 ADULT AND TEENAGER BOW**
25-30, 30-35, 35-40 and 40-45 lb., 60" long recurve end bow - for ages 12 years and over.....GB-6 \$ **12.95**
- GB-7 HUNTING BOW**
35-40, 40-45 and 45-50 lb., 64" long recurve end bow - for any beginning bowhunter.....GB-7 \$ **15.95**



ARCHERY SETS *for all Ages*

- AS-1 JUVENILE SET**
For ages 3 to 6 years - with 42" straight end bow, four plastic tipped Cedar arrows, target, instructions.....AS-1 \$ **6.45**
- AS-2 CADET SET**
For ages 4 to 8 years - with 48" straight end bow, 25 lb., 4 22" Cedar arrows, quiver, target and instructions.....AS-2 \$ **7.45**
- AS-3 JUNIOR SET**
For ages 5 to 10 years - with 48" 25-30 lb. recurve bow, 4 24" Cedar arrows, quiver, targets and instructions.....AS-3 \$ **8.75**
- AS-4 JUNIOR EXPERT SET**
For ages 6 to 12 years - with 25-30 lb. recurve bow, 54" 4 24" Straight Cedar arrows, arm guard, finger tab, quiver, target faces and instruction book.....AS-4 \$ **10.95**
- AS-5 SCHOOL ARCHERY SET**
For ages 8 to 14 years - with 56" straight limb bow, in your choice of 20-25, 25-30, 30-35 and 35-40 weights, six 26" Matched arrows, arm guard, finger tab, practice targets and instruction book.....AS-5 \$ **13.45**
- AS-6 ADULT ARCHERY SET**
With 60" recurved bow in your choice of 25-30, 30-35, 35-40 and 40-45 lbs. Six 26" matched non-skid arrows, arm guard, tab, practice targets and instruction book.....AS-6 \$ **16.95**



EVERYTHING FOR THE *Bowfisherman*

FIBER GLASS BOWFISHING ARROWS



Solid white fiber glass shafts, weighing over 1,000 grains give you maximum penetration when used with our special fish heads. This means more fish for the bowfisherman and less broken arrows. Use American fish arrows when you want to be sure of landing the big ones!

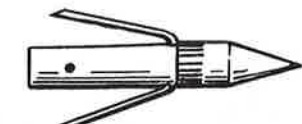
- 30" White fiber glass shaft with 180 grain screw-off head.....No. GFA-1 \$ **2.50** ea.
- 30" White fiber glass shaft with 310 grain single barb head.....No. GFA-2 \$ **2.50** ea.
- 30" White fiber glass shaft with 480 grain new single barb head.....No. GFA-3 \$ **3.50** ea.



SINGLE BARB HEAD
Reversible barb makes it easy to remove arrow from the fish. Weight 310 grains.
No. SBH.....\$ **.85** each



NEW DELUXE FISH HEAD
Narrow tip gives super penetration; reversible barb.
Weight 480 grains.....\$ **1.75** each
No. DFH.....3 for \$ **5.00**



SCREW-OFF HEAD
Double barb is removable for fast fishing action - Weight 180 grains.
No. SOH.....\$ **.85** each



4" REEL & LINE
Rustproof - tapes to bow - 50 ft. of 80 lb. test line.
No. MO-4.....\$ **2.95**



6" REEL & LINE
Rustproof - tapes to bow - 50 ft. of 80 lb. test line.
No. MO-6.....\$ **3.50**



7" SHOOT THROUGH REEL & LINE
Large reel gives fast shots and retrieve!
No. MO-7.....\$ **3.95**



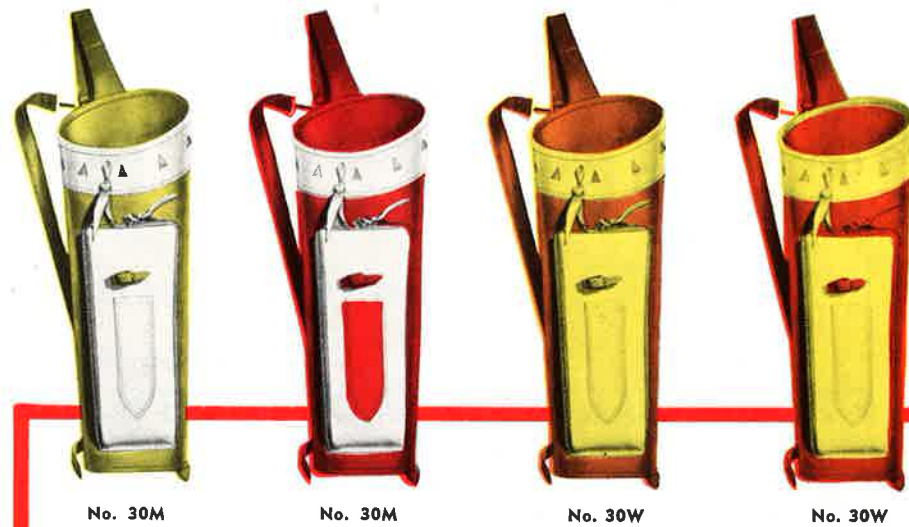
FISH LINE
80 lb. test finest bowfishing line on display card.
Card of 6.....\$ **5.50**

FLU-FLU BIRD ARROWS



- Six feather full height Helical fletching gives maximum accuracy for the aerial shots 11/32" shaft with rubber blunt or metal blunt.....No. FF6 \$ **1.50** ea.
- 5/16" shaft with choice of heads and four feather fletch.....No. FF4 \$ **1.35** ea.

*Beautiful
Practical*
QUIVERS



AMERICAN

Quality Leather Goods

For
FIELD ARCHERY
BOWHUNTING
TARGET ARCHERY

For archery with charm, these beautiful quivers come in a wide choice of colors - one to suit every taste. Top-grade leather, carefully sewn with strong thread to last a lifetime. Their beautiful style makes them ideal for gifts and prizes.

COLOR COMBINATIONS

- | | | | |
|-------------|-------------|--------------|-----------|
| No. 2 GREEN | No. 3 BLUE | No. 4 TAN | No. 5 RED |
| No. 6 BLACK | No. 9 BROWN | No. 11 WHITE | |

MEN'S SHOULDER QUIVERS

In your choice of colors above - with Deluxe shoulder harness to keep it in proper position at all times! Featuring a large zipper pocket for accessories and a handy scabbard for your knife.

Choice of above colors.....No. 30M \$17.50
ALL WHITENo. 30MW 19.50

LADIES' SHOULDER QUIVERS

Slightly smaller than the men's shoulder quiver but with all the fine features! Here is a quiver that adds distinction and charm to any lady that wears it. Holds 20 to 24 arrows in ready to shoot position.

Choice of above colors.....No. 30W \$15.95
ALL WHITENo. 30WW 17.50

MEN'S AND LADIES' SHOULDER QUIVERS

These rugged, beautiful quivers are made from the same top grain cowhide as the Deluxe shoulder quivers above. Available in the same choice of colors also.

REGULAR SHOULDER QUIVER

Choice of No. 2 Green, No. 5 Red and No. 9 BrownNo. 25 \$ 9.95

HARNES SHOULDER QUIVER

Choice of No. 2 Green, No. 5 Red and No. 9 BrownNo. 25H \$12.50

LEATHER SHOULDER QUIVER

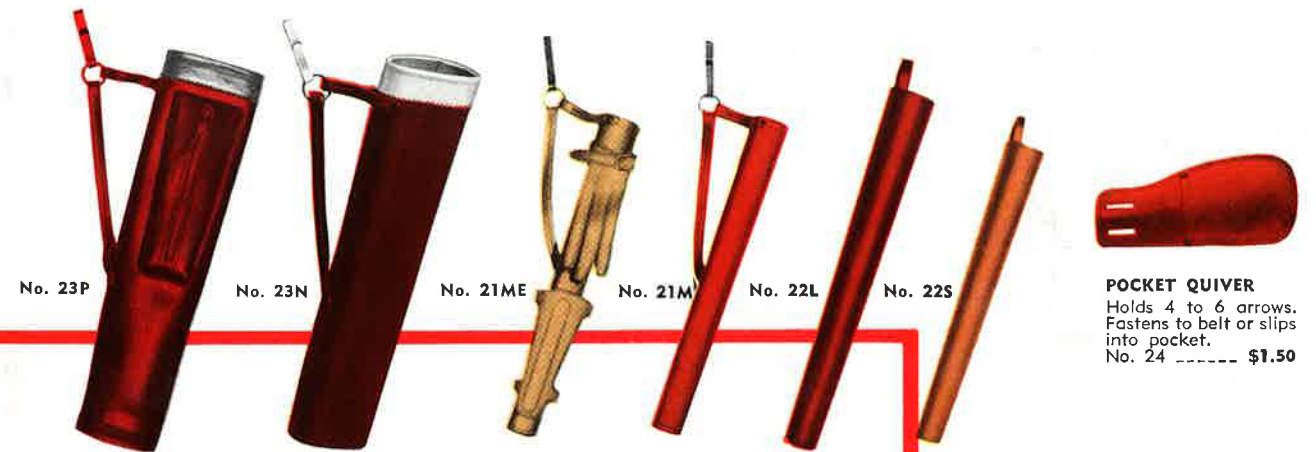
Featuring molded bottom, reinforced shoulder strap and brass buckle. Real value for the economy minded archer.
No. 29\$ 5.95

ECONOMY SHOULDER QUIVER

Same size as above quiver, made of heavy Spice Green plastic and leather - holds 14 to 18 arrows in ready position.
No. 27\$ 6.95

YOUR LEATHER GOODS DEPARTMENT

It is very important to have an assortment of shoulder quivers and target quivers on hand at all times. They make very good items for Christmas and special gifts. SHOOTING GLOVES and tabs are also very important. Many archers complain of sore fingers and blisters which keep them from shooting. All of this can be avoided if you have a stock of sizes such as are shown on the opposite page. Carry a complete range of sizes and you'll make many more extra sales and profits! SPECIFY "LEFT" when ordering Shoulder Quivers, Gloves or Tabs for left hand.



POCKET QUIVER
Holds 4 to 6 arrows.
Fastens to belt or slips
into pocket.
No. 24 \$1.50

AMERICAN *Quality Leather Goods*

2 IN 1 QUIVER

Choice of colors - partition in the middle gives you the equivalent of two single quivers.
No. 23-N\$5.75

NEW! 2 IN 1 SIDE QUIVER

Same as No. 23 with zipper pocket.
No. 23-P\$7.95

MEN'S TARGET QUIVER

Clips onto belt - holds 6-8 arrows, lightweight and very practical.
Choice of colors.....No. 21M \$3.50
All WhiteNo. 21MW 4.00

ECONOMY ROVING QUIVER

Holds 8-10 arrows in tough plastic material with molded leather bottom.
No. 22-L\$1.50

ARM GUARDS

HUNTER'S ARM GUARD

Full size reinforced cordovan with three leather straps and buckles.
No. 14S with leather straps.....\$3.25
No. 14 - with rubber straps..... 2.50

HUNTER'S ARM GUARD

All leather, reinforced, with elastic cords and hooks.
No. 15\$1.75

SHOOTING GLOVES AND TABS

CORDOVAN CLOSED TIP GLOVE

Adjustable wrist tension for snug fit aids in getting a perfect release.

- | | | |
|-----------------|-------------------------|--------|
| No. 1 |Ladies' Small | |
| No. 2 |Ladies' Medium | |
| No. 3 |Ladies' Large | |
| No. 4 |Men's Small | |
| No. 5 |Men's Medium Large | |
| No. 6 |Men's Large | |
| No. 7 |Men's Extra Large | |
| Choice of sizes |No. 19C | \$2.50 |

TARGET ENSEMBLES

Choice of top grain leather in matching side quiver, arm guard and shooting glove. Quiver holds 6 to 8 arrows in position. No. 17 arm guard and 19A glove.
Men's Ensemble.....No. 21ME \$7.00
Women's Ensemble.....No. 21WE 7.50
Women's White Ens.....No. 21WEW 8.50

LADIES' TARGET QUIVER

Same style as Men's with belt and buckle for graceful appearance.
Choice of colors.....No. 21W \$4.00
All WhiteNo. 21WW 4.50

JUNIOR TARGET QUIVER

Same size as men's - holds 6-8 arrows with molded bottom and belt loop.
No. 22S\$1.00

FIELD AND TARGET ARM GUARD

Steel reinforced Cordovan leather with rubber straps.....No. 17 \$2.00
All WhiteNo. 17W 2.25

COOL PLASTIC ARM GUARD

With rubber straps.....No. 18P \$1.00

JUNIOR ARM GUARD

Heavy leather with elastic cord and hooks.....No. 18A .65

LEATHER SHOOTING GLOVES

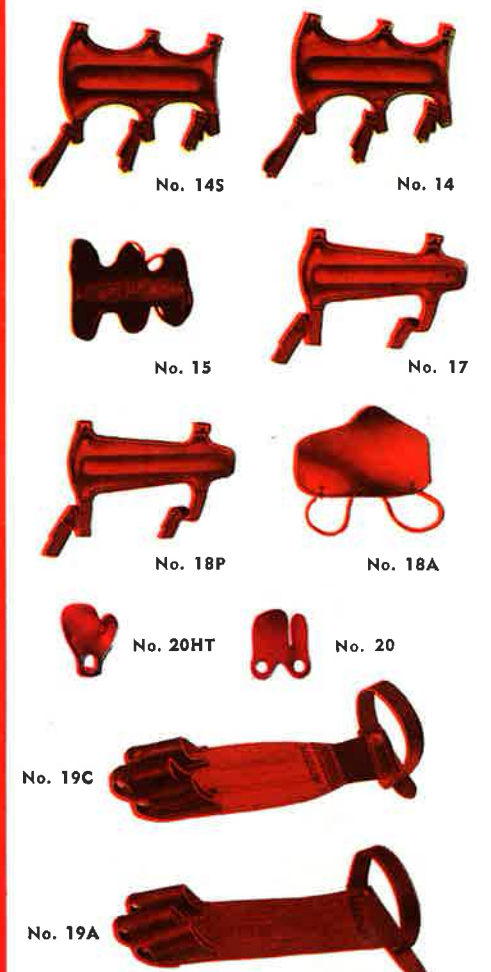
Sizes: Small, Medium and Large with wrist band and adjustable tension.
Open Ends.....No. 19A \$1.75
Closed Ends.....No. 19 2.00

NEW! HAIR TABS

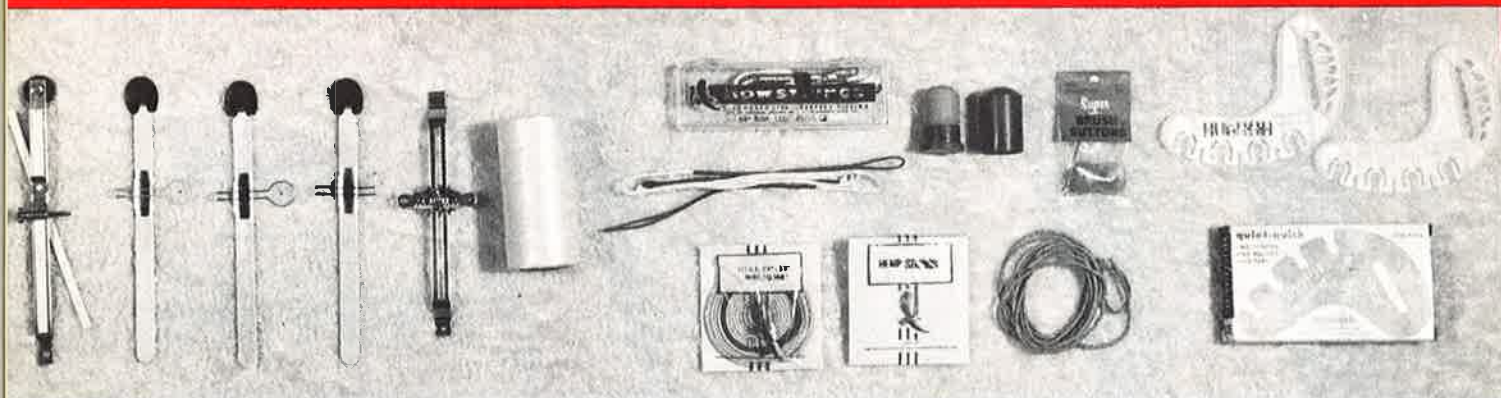
Double leather with short hairs for smoothest release. Sizes: Small, Medium and Large.....No. HT \$1.50

DOUBLE CORDOVAN TAB

Small, Medium, LargeNo. 20M \$.85
Cordovan TabNo. 20 .45
Leather TabNo. 20A .20



ARCHERY Accessories



DACRON DOUBLE LOOP STRINGS

Specially made of finest pre-stretched Dacron, served on both loops and in the center -- each string is marked for the length of bow it should be used on, depending upon the weight of the bow. Weights stocked in 25 to 35 lbs., 35 to 45 lbs., 45 to 55 lbs., 55 to 65 lbs., 65 to 75 lbs. Be sure to give length and weight of bow you wish the string to fit. We stock all popular lengths and weights as follows: 56", 58", 60", 62", 64", 66", 68" and 70". (These lengths shown refer to BOW length, measured from nock to nock)

No. DLBS \$1.50 ea., 2 for \$2.75

LINEN — SINGLE LOOP

Reinforced on both ends. Longer life, less breakage. Neatly coiled in cellophane envelope, marked for length and weight of bows each string will fit.

52" to 55" bows.....	No. 52-55	\$1.35 ea.
56" to 59" bows.....	No. 56-59	1.35 ea.
60" to 63" bows.....	No. 60-63	1.35 ea.
64" to 68" bows.....	No. 64-68	1.35 ea.
69" to 72" bows.....	No. 69-72	1.35 ea.

HEMP STRINGS

For any bow up to 30 lbs. Has single loop, neatly packaged, fits any bow up to 60".....No. HSS \$.40 ea.
Double loop — 48", 52", 54".....No. HDS .60 ea.

BOWSTRING THREAD TYPE B

Dacron — The strongest material known for making bow-strings. 4-oz. spool.....No. DV \$2.75 ea.

DOAN JIFFY SIGHT

Featuring sturdy aluminum slide bag in anodized colors. Paper in center for marking yardage. No rattle — finger tip adjustments — with post sight.....No. DBS \$4.95
Peep sight attachment for above.....No. PS 2.00

HOYT LINE-O-SITE

Used by leading archers. Post sight, plain lens, or prism lens may be quickly attached to metal sight mount. Full instructions included.

2", 4", 8" prism.....	No. LS-1	\$3.25
Plain lens.....	No. LS-2	2.75
Post sight only.....	No. LS-3	1.95

SIMPLEX

All metal construction. Double peep sight. Rugged construction.....No. SBS \$1.00

PLASTIC WATERPROOF BOW CASE

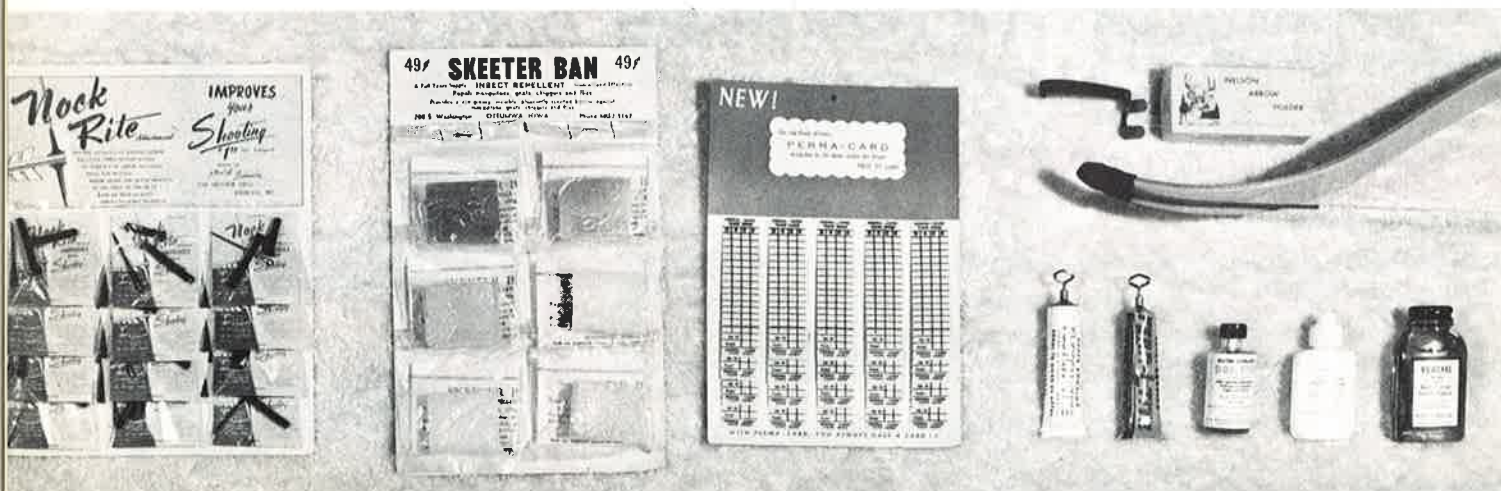
Heavy, durable, lined cases. Zipper along one side. For 68" Bows.....No. ZBC 5'8" \$6.95
For 72" bows.....No. ZBC 6' 6.95

CLOTH BOW CASE

With tie string for bows up to 68".....No. CBC \$5.95

CHROME STEEL GROUND QUIVER

Ideal for outdoor target shooting.....No. GQM \$1.75
Has 6 Bow Quivers.....No. HBQ 2.95



FEATHERS

Sanded and trimmed -- all colors packed in boxes of 3 dozen each.

130 - 24 barred, 12 dyed barred.....	\$1.75
131 - 36 barred.....	1.75
132 - 36 dyed barred.....	2.00
133 - 36 natural white.....	2.50
134 - 36 dyed white.....	2.75

HAMILTON PLASTIFLETCH

The famous plastic vanes used by leading archers to set most of the National Records.

Small vanes for 4 to 6 fletch.....	No. 135S	\$.40 dz.
Target size, red or white.....	No. 135T	.50 dz.

PORT ORFORD CEDAR SHAFTS

No. 1 Matched 5/16" or 11/32".....	No. 136	\$4.25 dz.
No. 2 Matched 5/16" or 11/32".....	No. 137	3.25 dz.
Mill run 5/16" \$7.00 Per C.....	No. 139	1.00 dz.
"Forgewoods".....	No. FWS	13.45 dz.

TAPER TOOL

Super Tapering Tool -- complete kit cuts 5 degree tapers for any shaft from 1/4" to 3/8", also cuts proper nock tapers. Complete outfit.....No. STT \$3.50 ea.

ADHESIVES

For nocks, points and feathers.

Stick ferrillite.....	No. 3848	\$.35
Liquid ferrillite.....	No. LFT	.50
Fletching cement.....	No. FC	.35
Feather waterproofing.....	No. DT	.50

FLETCHING JIGS

"Eastern" -- fletches 3 or 4 feathers in left or right spiral, index knob gives perfect control -- takes any size shaft.....No. FJ \$5.50

"FLEETWOOD" FEATHER TRIMMER

Has extra heavy burning wire, completely assembled -- Saves up to \$10.....No. FT \$4.50
Extra burner wires.....No. EBW .15 ea.

NOCKS

Speed Nocks—1/4", 17/64", 9/32", 19/64", 5/16", 11/32" Red, Yellow, White, Black, Blue, Green, and Orange
1 doz. pkg. any color.....No. 129 \$.40
100 of any size or color.....No. 129C 2.50
4 colors or 4 sizes.....No. 129M 20.00

NOCK RITE

Keeps your arrow in proper position on string at all times. 12 pair on attractive display.....No. NR \$ 1.00 pr. 12.00

BRUSH BUTTONS

Prevents snagging brush between bow tip and string, dampens string noise, real necessity for any recurved bow. Super-size.....No. BB \$.70 ea.

JIFFY CLIP

Allows you to attach the arrow-holder in seconds, or detach it in a jiffy — all metal.....No. JC \$1.00 ea.

ARROW HOLDERS

Keeps your arrow on the string in ready position at all times. Prevents arrow from falling off arrow seat. Automatic release.....No. AH \$2.00 ea.

BOW TIP PROTECTOR

Rubber -- No scuffing of bow tip when stringing bow, 12 to display card.....No. BTP \$.50 ea.

WALSH ARROW REST

Gives you maximum accuracy.....No. WAR \$2.25 ea.

BOW WAX

Contains resins and bee's wax, in plastic container, never messy - 5 to a box.....No. BW \$.35 ea.

GLOVE POWDER

Attractive dispenser.....No. GP \$.49 ea.
Skeeter Ban.....No. SB .49 ea.

JON-E DEER-COY DEER SCENT

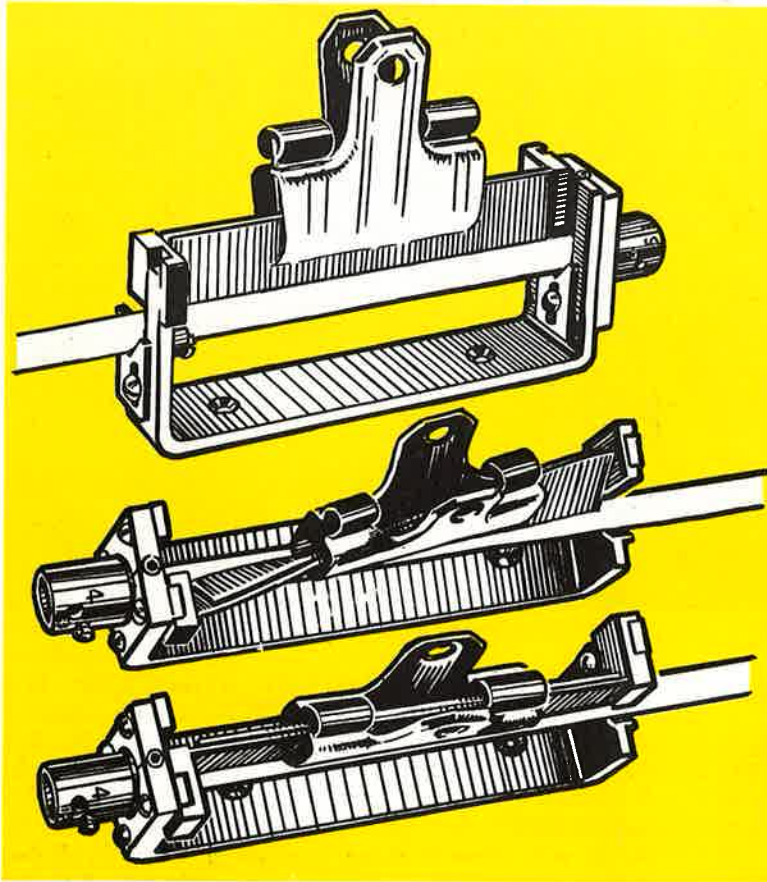
Made from natural deer musk.....No. DC \$1.95 ea.
Deer-Coy clip to hold deer scent.....No. DCC .45 ea.

BOWCARE

Ideal for keeping the finish of your bow and arrows in top shape.....No. BC \$1.00 ea.

Do it Yourself

WITH AMERICAN



Universal HELICAL FLETCHER

After nine years of experimenting and developing The American Archery Co. proudly hails this all new 60 degree Universal Helical Fletcher, with which you can . . .

Helical four fletch Straight four fletch
Helical three fletch Straight three fletch

This precision engineered unit with its aligning and indexing features enables you to fletch any shaft diameter on any tapered shaft with any nock size with a 60 degree spiral in 5".

A fletcher designed for precision fletching with precision parts, to locate the arrow shaft at both ends, without using the nock for aligning. The nock is used only for positioning and indexing. This is accomplished with a floating index knob. A feature that is a must for perfect fletching, as it will assure you that the feathers will always be in relationship to the axis of the arrow shaft. The index knob is engineered with approximately one-sixteenth inch float. This float feature allows the shaft to properly locate in the V's. The clamp is constructed to grip the feather at the base and not at the outer edge of the feather quills. For best fletching results use American's base ground and trimmed feathers and nocks.

UHF \$19.45



QUALITY IS A TRADITION AT AMERICAN

BESCO-LAYER

To the left are the combined coats of arms of the Besco and Layer Families — we present it here as our symbol of quality and fair dealing for nearly a quarter of a century.