

1961

 **BEN PEARSON**

ARCHERY  
EQUIPMENT

*catalog number thirty-three*



Ben Pearson with antelope killed in New Mexico, October, 1957. Animal was killed at a distance of 25 yards while moving at top speed . . . (approximately 65 m.p.h.).

THE  **BEN PEARSON** 

## Bushmaster

The ultimate in hunting bows . . . the Bushmaster is modeled after Ben Pearson's own personal bow. Made from exotic hardwoods precision laminated with high tensile fiber glass for beauty, power and precision. The Bushmaster features semi-working recurved limbs . . . sight window with offset handle section to provide a center shot release . . . and exclusive take down handle. A patented feature which insures an extra strong handle section. Positively will not become loose. Has tapered sockets insuring a rigid fit at all times. Provides extra convenience in transporting or storing. If you like, simply drop the bow in your quiver along with arrows and other accessories! Comes complete with Arrobuk bow case and custom dacron string.

No. 976 The Bushmaster—Length 5'6"  
Available in weights 30 to 65 lbs.

No. 979 The Bushmaster—Length 5'9"  
Available in weights 30 to 65 lbs.

(Available in left-hand models at no additional charge)



The Bushmaster comes complete with waterproof Arrobuk bow case. Keeps bow dry and protects finish. Case has storage pocket in flap for carrying extra bow strings.





# THE BOW OF CHAMPIONS

## THE PALOMINO

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, exotic hardwoods laminated with high tensile fiber glass . . . featuring twist-resistant, long working recurved limbs for lightening cast and smooth release . . . full-view sight window, extra wide overdraw, and pistol grip. Masterfully designed to give consistent, unerring performance . . . hand rubbed and finished to perfection by the master bowyers of Ben Pearson. For those who desire nothing less than the best.

No. 970 The Palomino—Length 5'8"  
Weights 35 to 65 pounds.

No. 971 The Palomino—Length 5'6"  
Weights 30 to 65 pounds.

No. 973 The Palomino—Length 5'2"  
Weights 25 to 55 pounds.

(Available in left-hand models at no additional charge)

### PAST PERFORMANCE RECORDS OF THE PALOMINO

- National Target Championships, Oxford, Ohio, 1960.  
First, Second and Third, Men's Division. First and Second, Women's Division. Eight new records.
- National Field Championships, Grayling, Michigan, 1960.  
Second, Men's Division. Second, Women's Division.
- Netherlands Championship Tournament, Doorn, Holland, 1960.  
First, Men's Division. New world record.
- Ben Pearson Open, Akron, Ohio, 1960.  
First, Men's Division. New world record.
- National Invitational Tournament, Grayling, Michigan, 1960.  
First, Men's Division.
- World Target Championships, Stockholm, Sweden, 1959.  
First, Second and Fourth, Men's Division. Four new records.
- F.I.T.A. Shoot Off, Hinsdale, Illinois, 1959.  
First, Third and Fourth, Men's Division. Four new records.
- National Target Championships, Lancaster, Pennsylvania, 1959.  
Second, Men's Division. New record.
- National Field Championships, Bend, Oregon, 1959.  
First and Fourth, Men's Division. Two new records.
- International Field Shoot, Stockholm, Sweden, 1959.  
First and Second, Men's Division. New record.
- Ben Pearson Open, Detroit, Michigan, 1959.  
First, Men's Division. Two new records.
- Midwestern Field Championships, Madison, Wisconsin, 1959.  
First and Second, Men's Division. Three new records.
- Midwestern Target Championships, Madison, Wisconsin, 1959.  
First, Men's Division. New record.
- Brown County (Indiana) Open, 1959.  
First, Second and Third, Men's Division. Three new records.
- Southwest Open Field Championships, Tulsa, Oklahoma, 1959.  
First and Third, Men's Division. New record.



## Presents . . .

A modification in the Ben Pearson line of fine bows . . . the new Mustang has all the features most admired by leading bow hunters. Featuring a laminated wood core made of the finest hardwoods, laminated between high tensile strength fiber glass backing . . . finished to a dull "hunting finish." 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 . . . 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"  
Available in weights 40 to 75 lbs.

(Available in left-hand models at no additional charge)

THE **MUSTANG**

Designed especially for the bow hunter . . .



**Pinto**

A versatile bow for the tournament archer or bow hunter

A sensational new custom quality bow destined to be a favorite with the tournament archer and bow hunter. The beautiful Pinto features extra wide, long working recurved limbs . . . full-view sight window and pistol grip. Constructed of the finest hand selected multi-colored hardwoods and tensile fiber glass backing masterfully finished to perfection. Equipped with felt arrow plate and arrow rest with custom dacron string. Highly polished and buffed to a glossy lustre. Will give the ultimate in performance season after season.

No. 972 THE PINTO—Length 5'6"  
Available in weights 30 to 65 lbs.

(Available in left-hand models at no additional charge)



**BEN PEARSON** has designed . . .

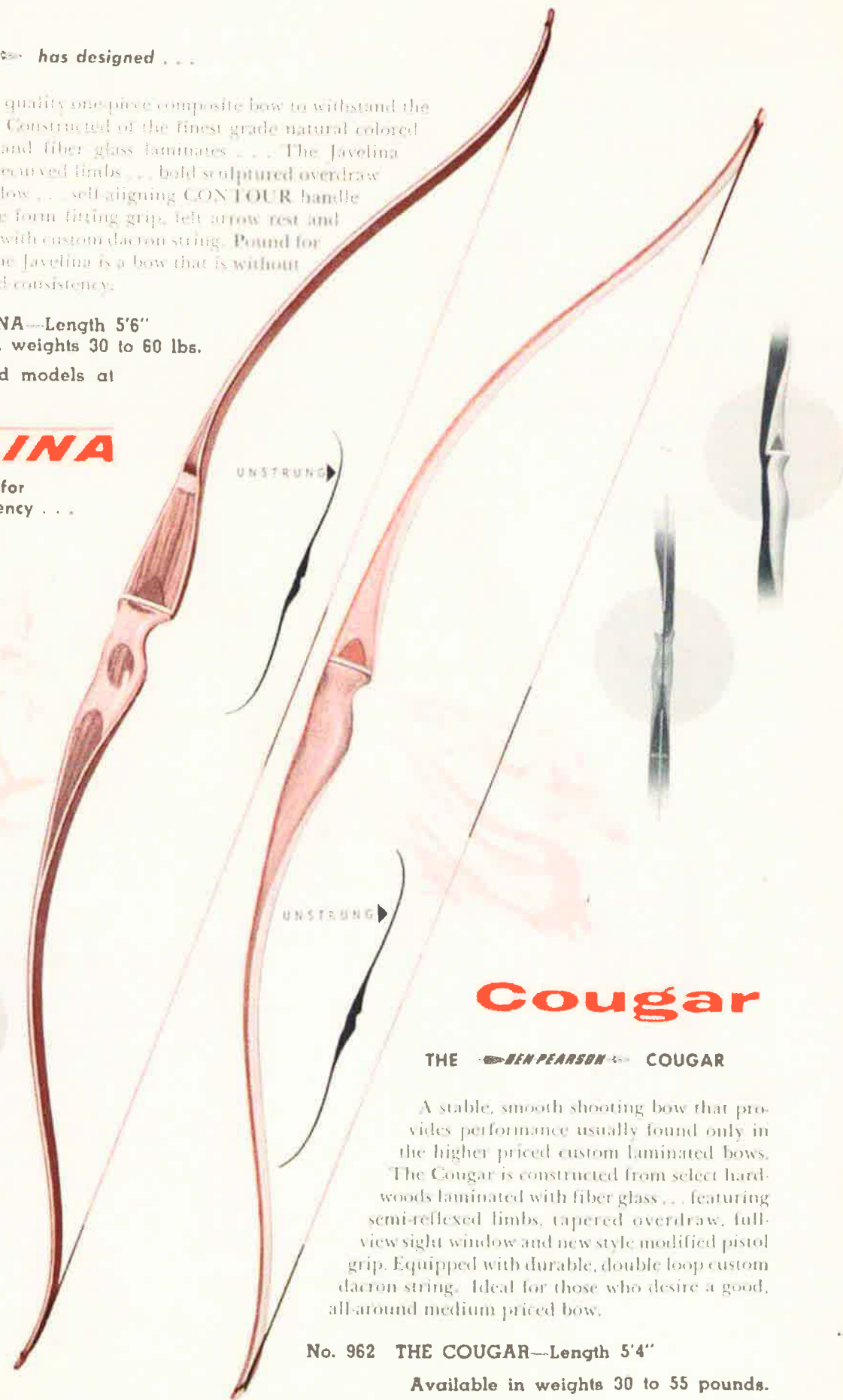
This superb custom quality one-piece composite bow to withstand the roughest of treatment. Constructed of the finest grade natural colored laminated hardwoods and fiber glass laminates . . . The Javelina features semi-working recurved limbs . . . bold sculptured overdraw . . . full-view sight window . . . self-aligning CONTOUR handle section . . . comfortable form fitting grip, felt arrow rest and arrow plate. Equipped with custom dacron string. Pound for pound, inch for inch, the Javelina is a bow that is without equal for durability and consistency.

**No. 966 The JAVELINA—Length 5'6"**  
Available in weights 30 to 60 lbs.

(Available in left-hand models at no additional charge)

## JAVELINA

A bow without equal for durability and consistency . . .



## Cougar

THE **BEN PEARSON** COUGAR

A stable, smooth shooting bow that provides performance usually found only in the higher priced custom laminated bows. The Cougar is constructed from select hardwoods laminated with fiber glass . . . featuring semi-reflexed limbs, tapered overdraw, full-view sight window and new style modified pistol grip. Equipped with durable, double loop custom dacron string. Ideal for those who desire a good, all-around medium priced bow.

**No. 962 THE COUGAR—Length 5'4"**  
Available in weights 30 to 55 pounds.

THE **BEN PEARSON** COLT

The colt is a custom quality bow in every detail . . . featuring laminated, glass powered limbs of semi-working recurve design . . . full view sight window with arrow rest providing a center-shot release. Equipped with a custom dacron string. The ideal introductory bow to better archery. Surprisingly inexpensive.

**No. 960 THE COLT—Length 5'**  
Available in weights 20 to 40 pounds . . . Weighed at 26".

THE **BEN PEARSON** FILLY

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

**No. 959 THE FILLY—Length 5'**  
Available in weights 20-25-30 pounds . . . Weighed at 26".

THE **BEN PEARSON** BOBCAT  
fiber glass take-down bow

A bow that has long been a favorite of teenagers and women archers! The Bobcat features semi-reflexed limbs for greater cast and smoother shooting action . . . TAKE-DOWN handle for added convenience . . . handy to take along on camping trips, hikes . . . easily stored. Constructed from finest quality fiber glass . . . will withstand hard usage . . . completely unaffected by weather conditions. For either right or left hand archers.

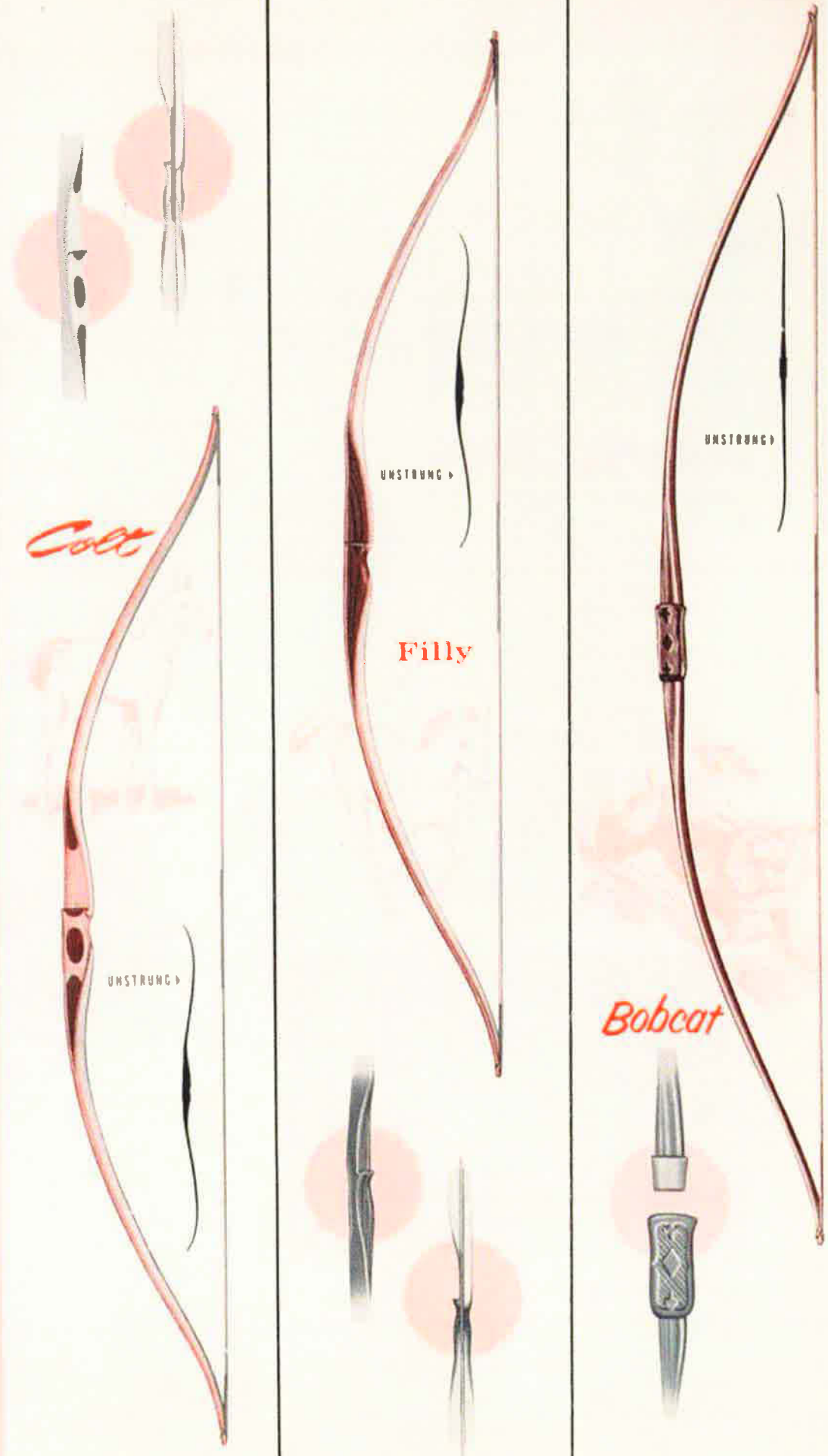
**No. 301 THE BOBCAT—Length 5'**  
Available in 20-25-30-35-40 pound weights . . . Draw weights measured at 26".

THE COLLEGIAN LEMONWOOD BOW  
(Not Illustrated)

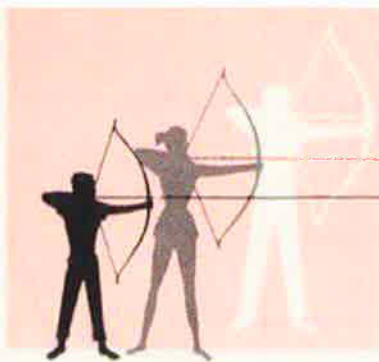
Made from select Cuban Lemonwood back- ed with fiber glass. Straight limb design with full-view sight window, tapered arrow rest and leather wrapped grip. Popular with schools and camps.

**No. 702 THE COLLEGIAN—Length 5'6"**  
Available in 25-30-35-40 lb. weights.

**No. 703 THE COLLEGIAN—Length 5'**  
Available in 20-25-30-35 lb. weights at 26".







## ENJOY ARCHERY AT ITS BEST

with the right Equipment for YOU

### How to Choose the Correct Archery Equipment

Archery equipment, to give absolute top performance, must be chosen and selected with as much care as the buying of a new pair of shoes or fine suit of clothes. That is, each item must be fitted properly to the individual. It is not a complicated procedure as some may imagine, but is relatively simple once the process is understood.

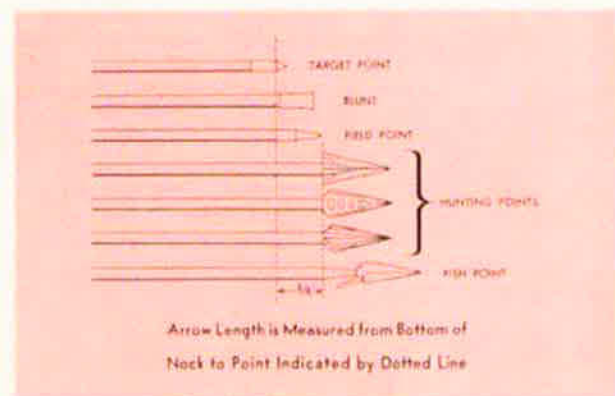
### Arrow Length

The first step in choosing your archery equipment is to determine the correct arrow length for your individual length of draw. Place the end of a yardstick in the center of your chest, (on the center breast bone) and extend the arms forward, palms of the hands inward, where the finger tips touch on the yardstick is the correct measurement for arrow length. See illustration below.

If fractions should occur in this measurement, choose the nearest whole number. Should your measurement indicate exactly a fraction of  $\frac{1}{2}$ " you would then choose the nearest and smallest whole number. For example: Should your measurement be exactly 26 $\frac{1}{2}$ ", you would choose 26" as your arrow length.

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

Arrows are measured by the factory depending on the type arrow. Arrows are not necessarily measured from 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 below.



### Bow Length

The next step in selecting the proper archery equipment is to select the proper bow length. Bow length is actually determined, to some extent, by arrow length. However, bow length can vary depending on the type materials used to construct the bow. For instance, a bow of fiber glass construction can be up to six inches shorter than a bow of wood construction. Although an important factor in selecting archery equip-

ment, bow length offers a great deal more lee-way than when choosing arrow length. Suggested bow lengths as follows:

Arrow Length	Wood Bows	Fiber Glass and Custom Laminated Bows
20"	4'	4'
22"-24"	4'6"-5'	4'-5'
24"-26"	5'-5'6"	4'6"-5'6"
26"-27"	5'6"	5'-5'6"
27"-28"	5'6"	5'-5'9"
28"-30"	5'6"	5'2"-5'9"

### Bow Weight

A most important element in selecting the correct archery tackle -- A point often overlooked -- is the selection of a bow with the proper bow weight. Most beginners are inclined to "over bow" themselves . . . that is, to choose a bow that is too heavy. Remember, archery is a test of SKILL . . . not of strength! Many beginning archers have tried to begin archery with a bow that is too heavy for them to draw, shoot, and control comfortably. This erroneous judgment can often discourage the beginner and as a result he never truly enjoys or understands the finer aspects of the sport.

For most men, target bows are 35 to 45 pounds draw weight. Most women shoot a 20-30 pound bow. Hunting bows should be 10 pounds or so heavier, depending on the individual. Bows for boys and girls are correspondingly lighter. Beginning archers acquire skill more quickly by starting with a comparatively light bow, then "graduate" to a heavier one as they become more proficient.

Bow weight is determined by the number of pounds pressure necessary to draw the bow to full draw. Most bows by Ben Pearson are weighed and measured at 28", some at 26". When weighed at 26", this information is so stated in the catalog copy.

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.

### The Importance of Arrow Spine and Weight

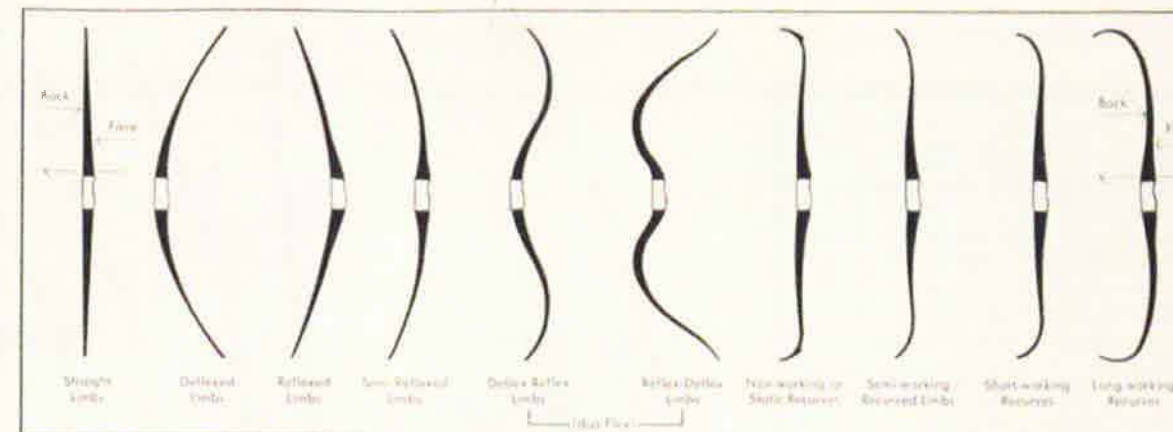
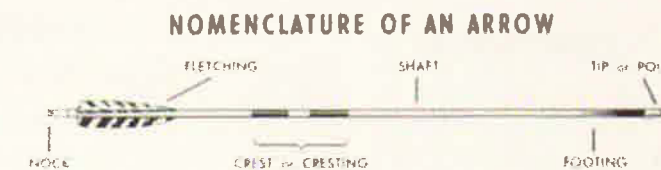
After selecting a bow to fit your needs, the next step is to see that your arrows are the proper spine -- or stiffness -- for the weight of the bow, so they will fly straight and true. More flexible arrows are used with lighter bows . . . stiffer arrows with heavier bows. The spine of your arrows should correspond with the bow weight of your bow.

All Ben Pearson matched arrows are accurately spined on precision spine-testing equipment and are labeled accordingly. Ben Pearson tournament grade arrows are matched within five grains. Be sure to specify the weight of your bow when you purchase arrows. Accurate spine and weight matching is an important built-in value that has made Ben Pearson arrows the choice of experienced archers everywhere.

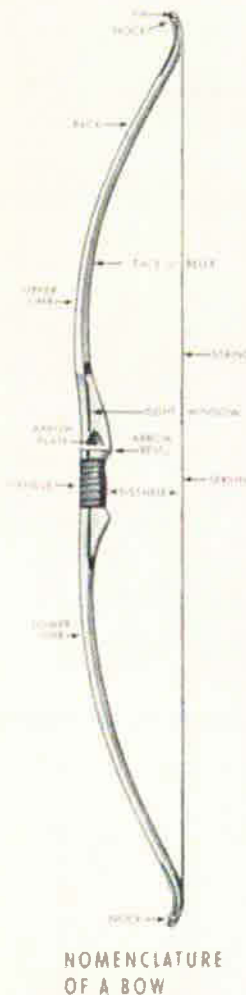


## UNDERSTANDING ARCHERY TERMS

A GUIDE TO BETTER ARCHERY



IDENTIFYING  
CHARACTERISTICS  
OF DIFFERENT  
TYPE BOWS  
(UNSTRUNG)



### How to Order Archery Equipment

The bows, arrows, and accessories described in this catalog are available at most sporting goods stores wherever quality archery 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 everything to exceed, in actual performance, everything that we say about it. Ben Pearson archery equipment is hereby guaranteed to be, dollar for dollar, the best 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 in 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 an honest 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**  
INCORPORATED  
PINE BLUFF, ARKANSAS

Ben Pearson, Inc., reserves the right to alter and improve specifications of any item described herein at any time. All shipments made L.A.B., Pine Bluff, Arkansas, and invoiced at prices in effect at time of shipment.



# Jet

## FIBER GLASS BOWS

IN RAINBOW COLORS

NEW · MODERN · EXCITING

The ideal bow for beginning archers and schools. Ben Pearson's Jet Fiber Glass Bows are made of tough, durable fiber glass and feature a new moulded plastic handle section and graceful semi-working recurved limb 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.

Some of the Jet Bows (Nos. 336, 333, and 331) feature a sight window . . . providing a center-shot release . . . a feature heretofore found only on the higher-priced custom quality bow. The remaining Jet Models have extra-wide handle sections providing dual arrow rests . . . A most popular feature as this design enables the bow to be used by either right or left hand archers.

- No. 337 STRATO-JET 5'6" Weights 30, 35, 40, 45, 50, 55 lbs. at 28". For men and teenage boys.
- No. 336 SUPER-JET 5' Weights 30, 35, 40 lbs. at 26". Sight window. For men and women of medium height.
- No. 335 SUPER-JET 5' Weights 20, 25, 30, 35, 40 lbs. at 26"; 45, 50, 55 lbs. at 28". For men and women of medium height.
- No. 334 POWER-JET 5' Weights 20, 25, 30, 35, 40 lbs. at 26". Straight limb design. Ideal for schools and camps.
- No. 333 JET 4'6" Weights 20, 25, 30, 35 lbs. at 26". Sight window. For boys and girls.
- No. 331 JUNIOR-JET 4' Weights approximately 20 lbs. at 22". Sight window. For boys and girls.

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



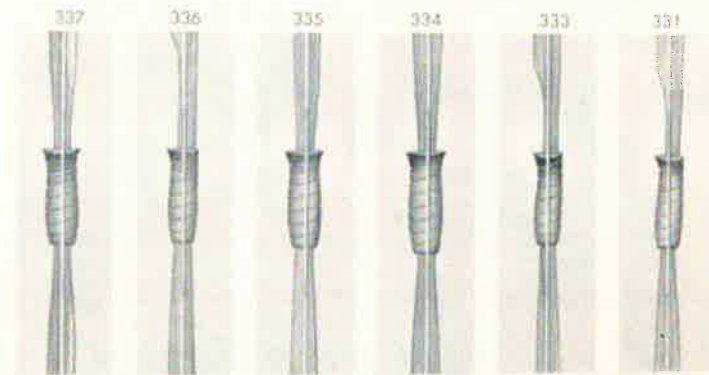
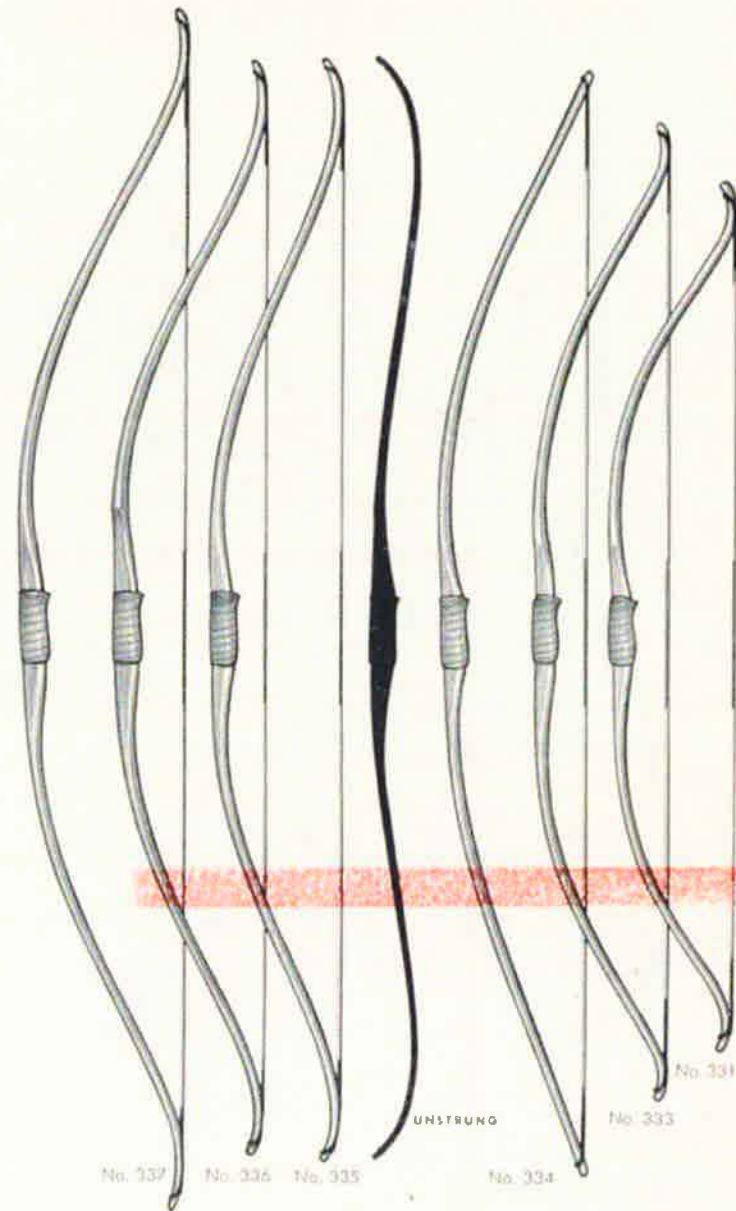
### STRONG

The rugged durability of fiber glass plus a stable one-piece design make Ben Pearson's Jet Bows extremely strong and wear resistant . . . will take lots of abuse and hard usage.



### STURDY

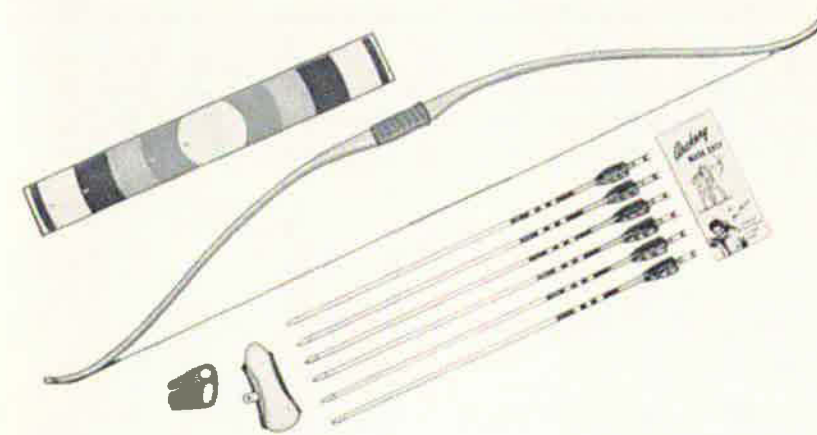
The characteristics of fiber glass provide a bow that is completely resistant to adverse weather conditions. Ben Pearson's Jet Bows will perform under any conditions regardless of climate.



# BEN PEARSON Jet ARCHERY SETS

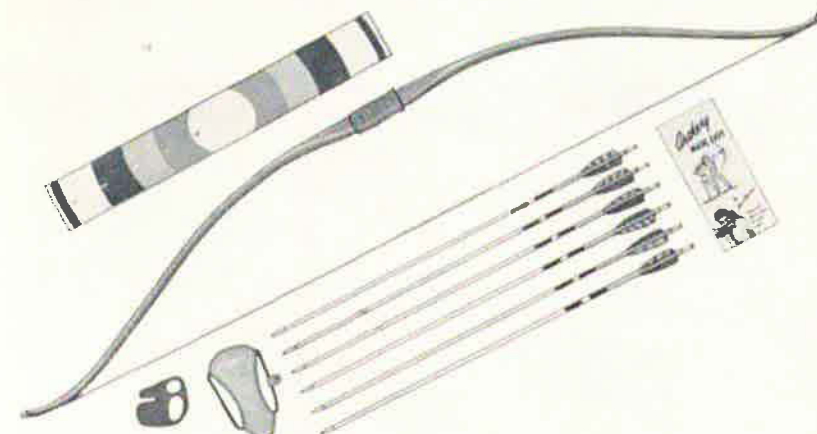
Archery's fun for everyone with Ben Pearson's sensational new Jet Archery Sets. Each set complete with a Jet Fiber Glass Bow in the new rainbow colors. Tough, durable and inexpensive. Completely unaffected by weather conditions. Everything you need to enjoy archery at its best.

AMERICA'S GREATEST ARCHERY VALUE FOR EVERY MEMBER OF THE FAMILY!



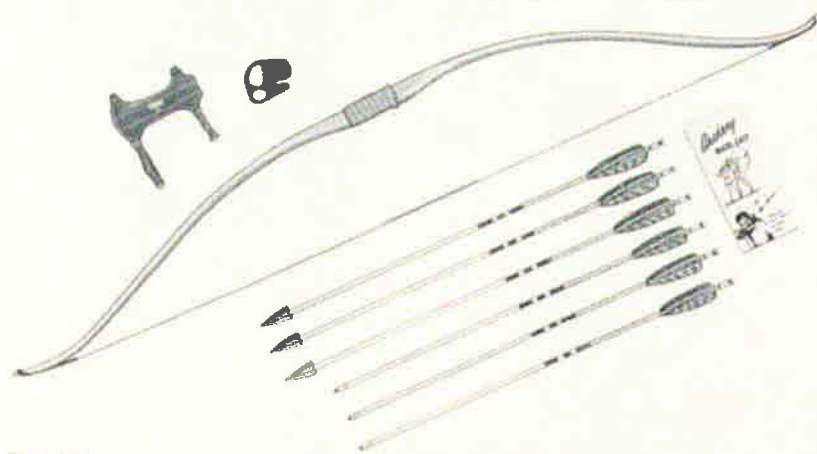
### No. 346 SUPER JET ARCHERY SET . . .

Contains the 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 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.

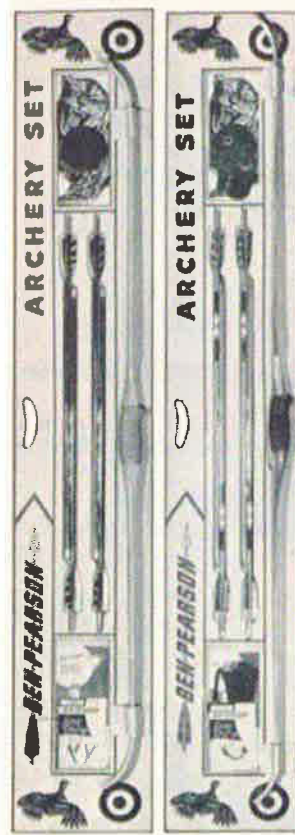


### No. 350 SUPER JET HUNTING SET . . .

Contains the No. 335 Super 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 25" Big Game Arrows; three 28" Small Game Arrows; Hunter's leather armguard and large shooting tab; instruction booklet, "Archery Made Easy" by Ben Pearson.

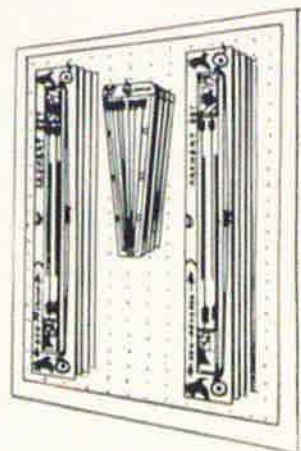




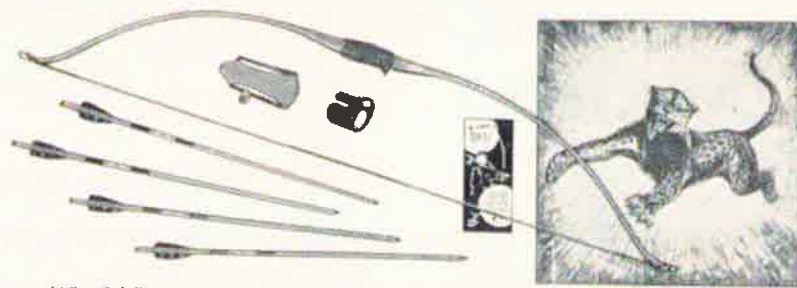


**NEW!**

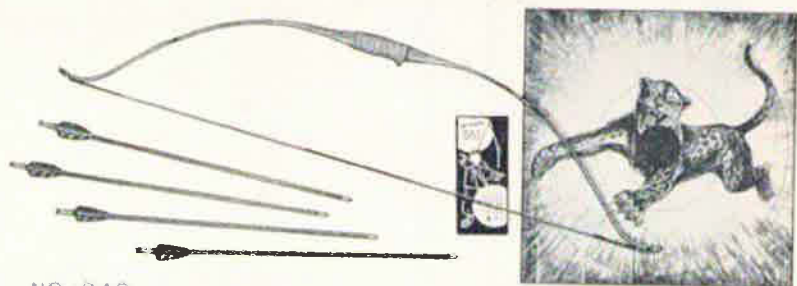
**BLISTER  
PACK  
SETS...**



No. 542 Contents same as No. 343 Jet Set. Minimum order of six or in multiples of six.  
No. 540 Contents same as No. 341 Jr. Jet Set except less quiver. Minimum order of six or in multiples of six.



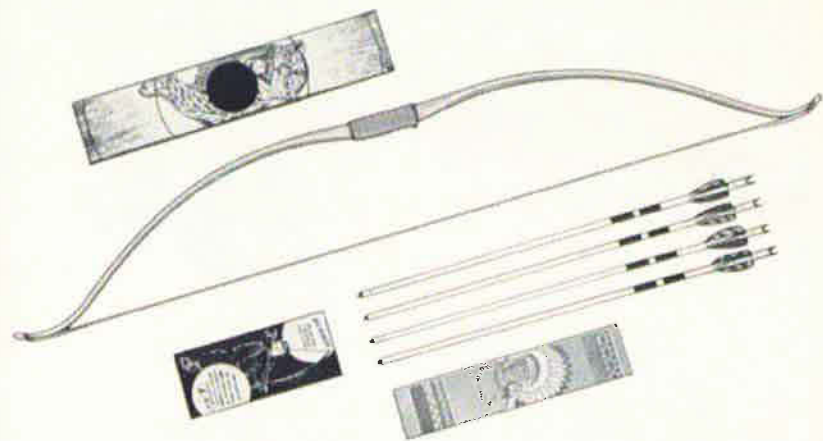
NO. 342



NO. 340

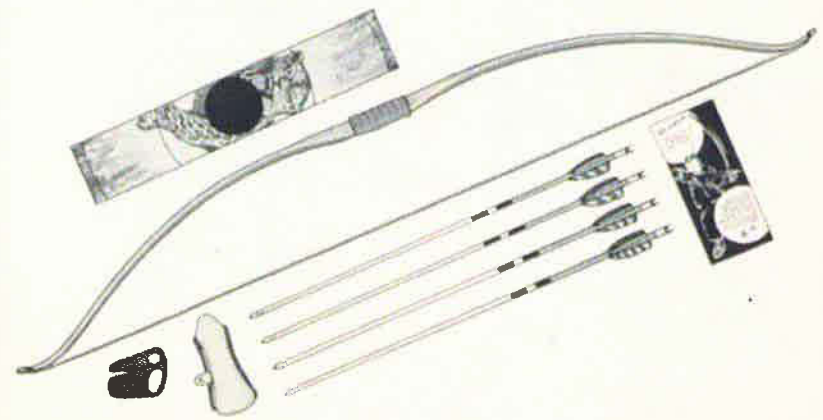
**No. 341  
JUNIOR JET ARCHERY SET ...**

For young boys and girls ... 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, quiver and instruction booklet. "Tips on Shooting" by Ben Pearson. Wt. Approx. 30 lbs.



**No. 343  
JET ARCHERY SET ...**

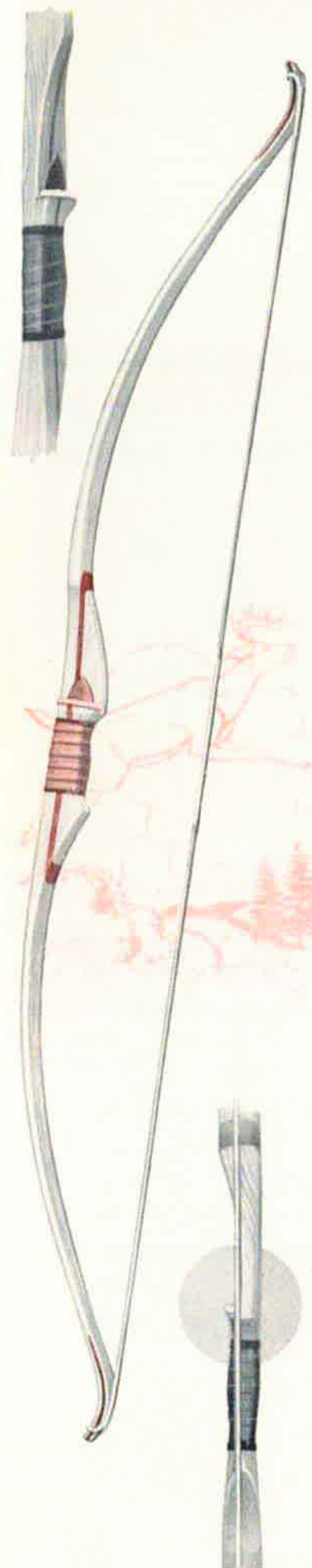
Contains the No. 333 Jet 4'6" Bow in rainbow colors ... with sight window and moulded plastic handle section. Four 24" Port Orford Cedar Arrows with plastic nocks; leather armguard, small shooting tab; full color animal target face and instruction booklet. "Tips on Shooting" by Ben Pearson. Wt. Approx. 25 lbs.



**BEN PEARSON FAMOUS  
HICKORY BOWS and ARCHERY SETS**

**STURDY, DURABLE, ECONOMICAL ... BEST BUY  
IN PRACTICAL, LOW-COST ARCHERY EQUIPMENT**

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



**JUNIOR HICKORY BOWS**

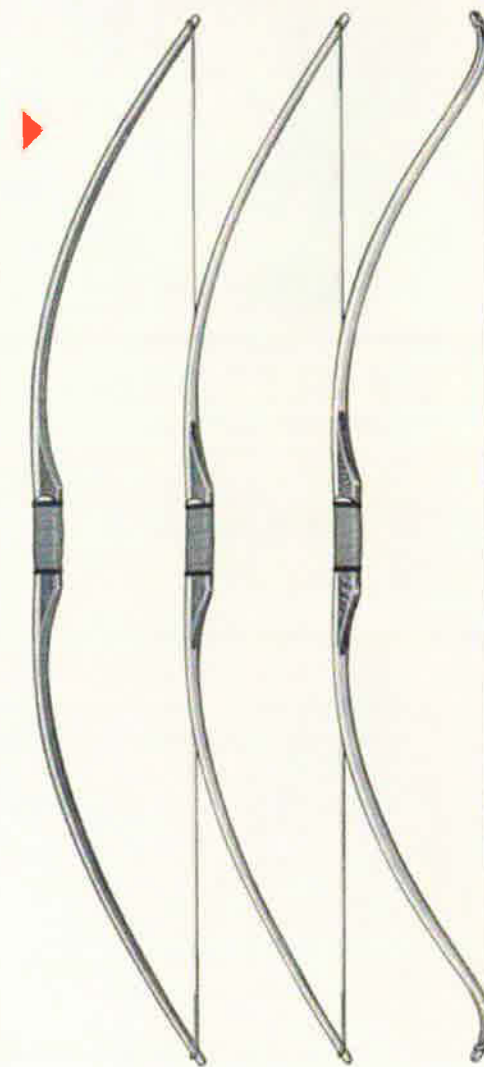
Five sturdy bows for youngsters! Machine filled. Handle risers of contrasting colored hardwoods. Each has attractive grip, moulded plastic arrow rest and durable long lasting string.

No. 509 Straight limb hardwood bow laminated with fiber glass both face and back—4'6" length for arrows up to 24". Approximately 25 pounds draw weight.

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

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

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



No. 509 No. 507 No. 504

**SHERWOOD & OLD HICKORY**

Rugged, inexpensive bows made of 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 over-laid handle section and spiral wound grip. The ideal bow for those wanting durability and performance at low cost.

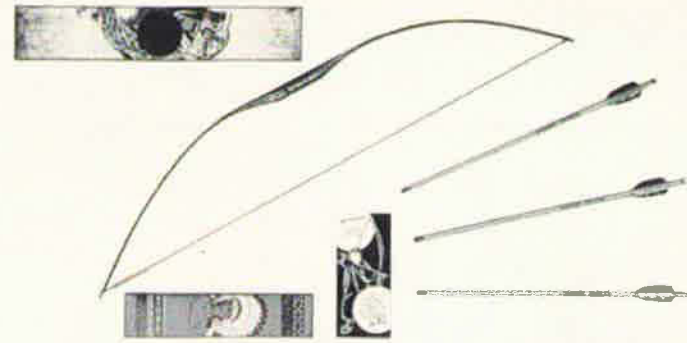
No. 501 THE SHERWOOD—Length 5'6". Available in weights 30-35-40-45-50-55 pounds at 28".

No. 500 THE OLD HICKORY—Length 5'. Available in weights 20-25-30 pounds at 26".



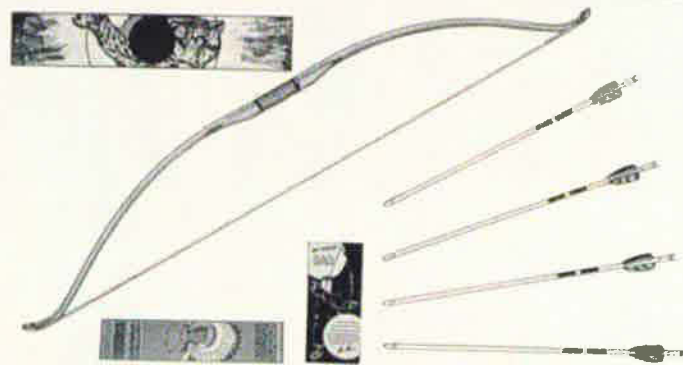
**No. 437 BOLD BLADE ARCHERY SET**

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 twelve.



**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.



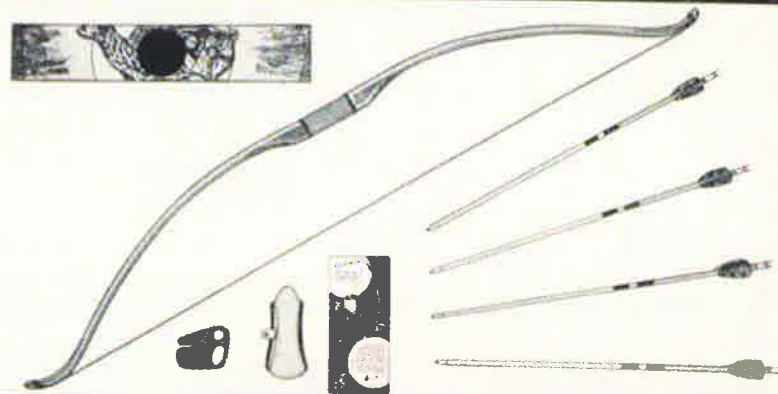
YOUR BEST BUY . . .



In Practical, Low Cost ARCHERY EQUIPMENT

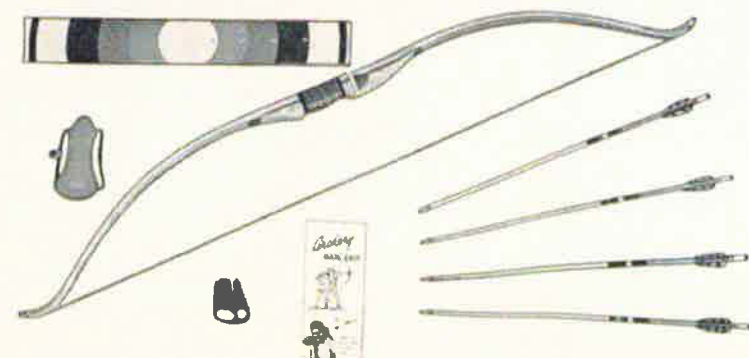
**No. 441 JUNIOR CHAMPION ARCHERY SET**

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.



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 treated and sewn to give maximum service with minimum wear. Armguards, quivers, tabs and gloves for every archer from novice to expert.

**BEN PEARSON**  
**QUIVERS**



**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.

**No. 829 Pocket Quiver**

Popular with male archers. Fits snugly in hip pocket. Slots for belt. Protective cuff for pocket. Made of long lasting top grain cowhide leather.



**No. 834 Field Quiver**

A new field quiver, masculine in appearance, compact in design with two adjustable hanging 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.



**No. 848 Junior Hunting Quiver**

A popular priced shoulder quiver for young archers. Made of tough durable chival 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.



**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.



**No. 846 Hunting Quiver**

A large hunting quiver that will hold as many as two dozen arrows. Constructed of two-tone buff-alo grain and cowhide leather. Features a 2-strap design, plus arrow divider strap and large 11 1/2" by 15 1/2" pocket. Overall length 20 1/2", width at throat 8", bottom 6". An extremely serviceable quiver. Surprisingly inexpensive.

**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. Keep arrows from rattling. Heavy, moulded puncture-proof bottom. Zipper pocket for accessories.



**No. 844 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.

**QUALITY EQUIPMENT YOU WILL BE PROUD TO OWN**







No. 805 Easy-On Finger Tab

Western style shooting tab made from cowhide leather. Double thickness, one layer of leather, one of felt, assures a comfortable fitting and effortless release of the bow string. Highly recommended for heavy bows. Available in large and small sizes.

No. 804 Tab

Same as No. 805 except made of single thickness cowhide.

No. 802 Archer's Glove

Scientifically designed, but inexpensive. Moulded cowhide finger tips. Small, medium, large, and extra large sizes.



802



No. 800

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.



# ARMGUARDS, TABS and GLOVES

DESIGNED TO GIVE MAXIMUM SERVICE WITH MINIMUM WEAR

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.



817



810

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.

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.



816



814

No. 814 Hunting Armguard

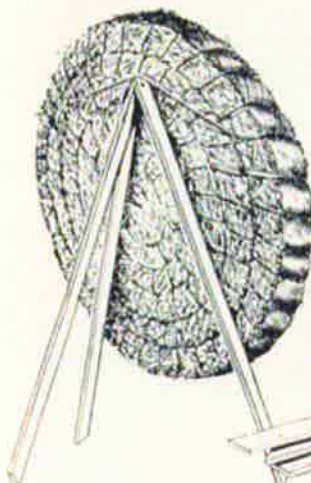
Designed for hunting and roving. Heavy duty select cowhide leather straps. Reinforced with concealed spring steel stay for added wrist protection.



PORTABLE METAL TARGET STAND

No. 439 A compact portable target stand. Constructed entirely of metal, specially treated to prevent rusting. Comes equipped with brass chain and clip. Easy to use . . . simply embed top end of legs into target and attach clip to target stitching. Adjustable to non-skid angles to retard loss of arrows. Handy for youngsters and backyard archers. For 24" and 36" targets only. Length 32", weight 2 pounds.

FOLDED



IMPROVED TARGET STAND

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

FOLDED

No. 402 For 48" Target (shown) shipping weight 10 pounds.

No. 401 For 36" Target, shipping weight 6 pounds.

No. 400 For 24" Target, shipping weight 3 pounds.



No. 410



No. 403



No. 403

## Ben Pearson Sisal Core Target



The new Ben Pearson Sisal Core Target consists of three thick layers of rugged lightweight sisal sandwiched between four heavy-duty corrugated cardboard discs. All units are contained within a full-size four-color target face which comes complete with skirt and draw string.

The unique construction of the new Sisal Core Target provides long-lasting stopping power capable of stopping arrows from bows as heavy as 40 lbs.

No. 46 36" Sisal Core Target

Shipping Wt. 3 lbs.

No. 44 24" Sisal Core Target

Shipping Wt. 3 lbs.

No. 48 Target Stand. May be used with either 24" or 36" targets.

Shipping Wt. 2 lbs.

No. 50 Target and Stand Combination. Includes 24" target with stand.

packed in one container. Shipping Wt. 5 lbs.



24 INCH 36 INCH

ATTENTION DEALERS AND JOBBERS! - FREIGHT PREPAID

The Sisal Core Targets and Stand may be included with any order to qualify for prepaid freight as outlined on the front cover of your 1951 net price list.

## JOHNSON GRASS TARGETS

No. 405 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.

## NEW! 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.

BEN PEARSON

## QUALITY TARGETS

The best available at any price . . .

### No. 410 "Do-It-Yourself" Economy Target

Heavy corrugated paper box, painted with 4-color target face. Easy to assemble . . . simply open box and secure with gummed tape. Fill with shredded paper or straw to make an inexpensive practice target, suitable for junior archers and for beginners using lightweight bows. Minimum order 1/2 dozen.

### No. 403 Target

A durable wound straw target inserted in a 200 pound test corrugated carton with strong steel wire stand . . . adjustable to different angles. Size 20" square by 4" thick. Weighs approximately 10 pounds. Uses replacement target face No. 420. Sold only in multiples of two.





12"



12"



18"



6"



6"

**FULL COLOR ANIMAL FACES**

6" Animal Target Face	On Tag Stock	No. 424
12" Animal Target Face		No. 425
18" Animal Target Face		No. 426
24" Animal Target Face		No. 427
Complete set animal faces, 30 faces in set		No. 428
18" Leopard Target Face (Same face as packed in juvenile archery sets)		No. 431



24"



24"

**BEN PEARSON**

**TARGET FACES**

A COMPLETE ASSORTMENT OF TOUGH, DURABLE TARGET FACES FOR EVERY NEED AND PURPOSE . .

**No. 462 BLACK HUNTER FIELD FACES**

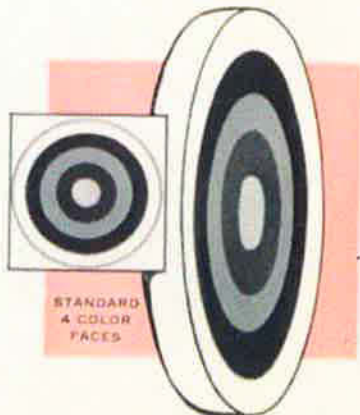
Complete set of 18 Black Hunter Field Faces on toughened target stock. All faces designed to comply with the requirements of the National Field Archery Association.



BLACK & WHITE ROVING FIELD FACE

**BLACK AND WHITE ROVING FIELD FACES**

6" Black and White Roving Field Face	On Tag Stock	No. 472
12" Black and White Roving Field Face		No. 473
18" Black and White Roving Field Face		No. 474
24" Black and White Roving Field Face		No. 475
Complete Set Black and White Roving Field Faces, 30 Faces in Set		No. 476



STANDARD 4-COLOR FACES

**STANDARD 4-COLOR FACES**

Available in Tag, or Oil Cloth, Skirted or Square.

	SQUARE		
	Heavy Tag	Cloth	
48"	No. 419	No. 416	
36"	No. 418	No. 415	
24"	No. 417	No. 414	
16"	No. 420		
	SKIRTED		
	Heavy Tag	Cloth	
48"	No. 491	No. 413	
36"	No. 481	No. 412	
24"	No. 471	No. 411	

**BEN PEARSON ARCHER'S ACCESSORIES**

**MISCELLANEOUS**

- No. 650 Natural Barred Feathers.
- No. 651 Natural White Feathers.
- No. 652 Dyed White Feathers.
- No. 653 Dyed Barred Feathers.
- No. 664 Wax.
- No. 691 Cement (1/2 dozen pack only).

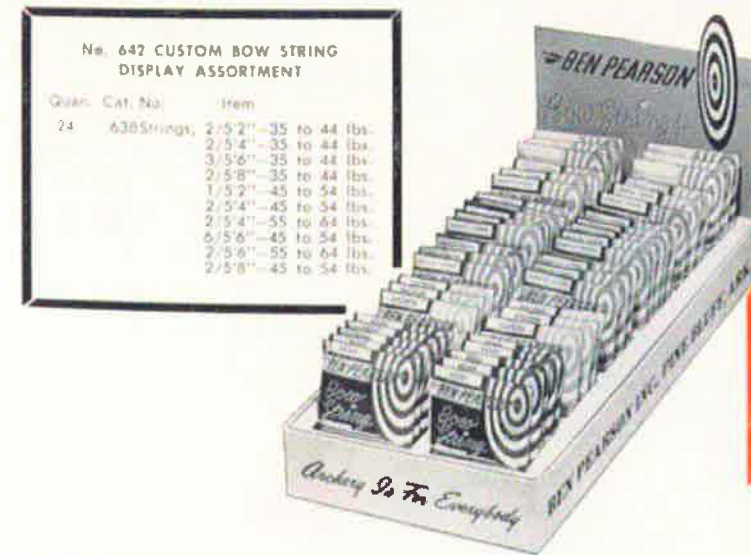
**ARROW SHAFTS**

- NOTE: All shafts have lacquer finish. Packed in individual polyethylene bags.
- No. 667 SELECT PORT ORFORD CEDAR SHAFTS 30" length, 9/32" (30-40 lbs.), 5/16" (40-50 lbs.), and 11/32" (50-60 lbs.) diameter. Not matched. Specify size. (Same quality and finish as our No. 200 arrow)
  - No. 660 SELECT PORT ORFORD CEDAR SHAFTS: 30" length. Closely matched in both spine and weight, 9/32" (30-40 lbs.), 5/16" (40-50 lbs.), and 11/32" (50-60 lbs.) diameter. (Same quality as our No. 207 arrow). Specify bow weight.
  - No. 604 MICRO-FLITE GLASS SHAFTS in 28" length only. Complete with nock insert adapter and insert target point. Available in weights 30 to 60 lbs. Specify bow weight.
  - No. 606 MICRO-FLITE GLASS SHAFTS in 28" length only. Complete with nock insert adapter and broadhead insert adapter. Available in weights 40 to 60 lbs. Specify bow weight.

**BEN PEARSON'S DACRON BOW STRINGS**

Ben Pearson's deluxe quality patented string! Will not fray, stretch or untwist. Served at center and loops. Specify bow weight and bow length (nock to nock measured along back) or overall string length. All lengths indicated below are for actual bow 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'-5 1/2" or 5 1/4"-6" lengths.
- No. 632 Double loop dacron bow string in 5', 5 1/4" or 5 3/8" lengths for 25-34, 35-44 pound bows.
- No. 634 Double loop dacron bow string in 5', 5 1/4" or 5 3/8" lengths for 45-54, 55-64 pound bows.



**No. 642 CUSTOM BOW STRING DISPLAY ASSORTMENT**

Quan.	Cat. No.	Item
24	638 Strings	2 1/2" - 35 to 44 lbs.
		2 5/8" - 35 to 44 lbs.
		3 1/8" - 35 to 44 lbs.
		2 1/2" - 45 to 54 lbs.
		2 5/8" - 45 to 54 lbs.
		2 3/4" - 45 to 54 lbs.
		3 1/8" - 45 to 54 lbs.
		2 5/8" - 55 to 64 lbs.
		2 3/4" - 45 to 54 lbs.



**BOW SIGHTS**

- No. 692 BOW SIGHT—Light weight 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 attached on the back of the bow with adhesive tape.



**No. 640 STRING DISPLAY ASSORTMENT**

Quantity	Cat. No.	Item
10	631	Strings, 5'-5 1/2"-3/25 to 34 lbs.; 3/35 to 44 lbs.; 3/45 to 54 lbs.; 1/55 to 64 lbs.
10	632	Strings, 5'-5", 5'-5 1/4", 35 to 44 lbs.
12	634	Strings, 2'-3/4", 5'-5 1/4"-45 to 54 lbs.; 5'-5 1/4"-55 to 64 lbs.
18	636	Hemp Single Loop String, 5' Replacement for all junior bows

**CUSTOM MADE BOW STRINGS**

Especially recommended for laminated bows. Made from Dacron, the strongest bow string material available. . . treated with special formula. Extra large loops to fit wide limb bows. Double loop only. For bows 25 to 64 pounds. Specify bow weight and exact bow length (measured from nock to nock along back of bow), or specify overall string length.

- No. 608 For bow weights 25-34, 35-44, 45-54, 55-64 pounds.
- NOTE: Bow strings exceeding 64 pounds on special order - 25 cents extra.

**BOW STRINGS**

- No. 635 Braided Dacron Bow String, double loop with dacron served loops and center. For 4', 4 1/2" or 5' bows not exceeding 30 lbs. draw weight.
- No. 636 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 Same as above except double loop to fit 4', 4 1/2" or 5' bows. Specify length.





**No. 826 Ground Quiver**  
All metal construction. Small, neat and efficient. Holds arrows upright and bow horizontally. Popular with schools, preferred by many target archers.



**No. 672 TRUESPOT NOCKING POINTS**  
Made of lightweight nylon tubes. Easy to attach to bow string . . . to reduce finger pinch and to provide a smooth, extremely accurate, hair trigger release. Enables a comfortable full three finger draw. Will not roll string, squash or deform on draw. Holds arrow in same position every shot. Can be removed from worn bow strings and used over and over.

**No. 673 BRUSH BUTTONS**  
Brushproofs bow and dampens string noise. Made of soft rubber . . . easy to attach to bow string. Acclaimed by bow hunters everywhere as the "necessary accessory" for bow hunting. Reduces bow twang . . . lengthens string life . . . eliminates snagging and fraying by brush and grass. Available in two sizes - Standard (small) and Super (large) . . . Specify size when ordering. Also available in display assortment containing twelve pair - six standard and six super sizes.



**No. 699 BOW REEL**  
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 . . . unaffected by salt water. Adaptable to various style bows. Complete with 50 feet of 80-lb. test nylon line.

**No. 694 Bow Fishing Line**  
25 yards braided nylon line, 70-lb. test.



**No. 670 Buck Scent**  
Created especially for bow hunters, it attracts and holds game in area for days! Game virtually throws caution to the winds in effort to discover source of this enticing odor. Comes in nonbreakable polyethylene bottle dispenser. Guaranteed.

**BEN PEARSON ACCESSORIES AND BOW FISHING EQUIPMENT**



**No. 776 Single Barbed One-Piece Harpoon Point**  
Equipped with retractable, swivel action spring wire barb for easy removal of fish. Harpoon head designed for maximum depth penetration. Ferrule sized to slip over 5/16" shaft.



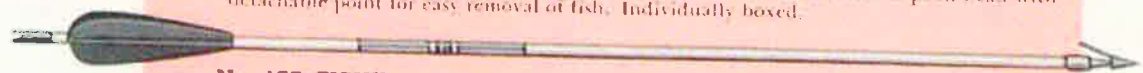
**No. 780 Single Barbed One-Piece Harpoon Point**  
An inexpensive fishing point that will take lots of hard usage. Spring wire barb prevents fish from shaking loose. Designed for attaching line at point. Ferrule sized to slip over 11/32" shaft.



**No. 784 DOUBLE BARBED HARPOON POINT**  
Designed for attaching line at point. Lower point unscrews (as illustrated) for easy removal of fish, permitting arrow shaft to be backed out, instead of pulled through fish. Ferrule sized to slip over 5/16" shafts.



**No. 184 FISHING ARROW**  
A solid glass rod that's practically indestructible, with 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 head with detachable point for easy removal of fish. Individually boxed.



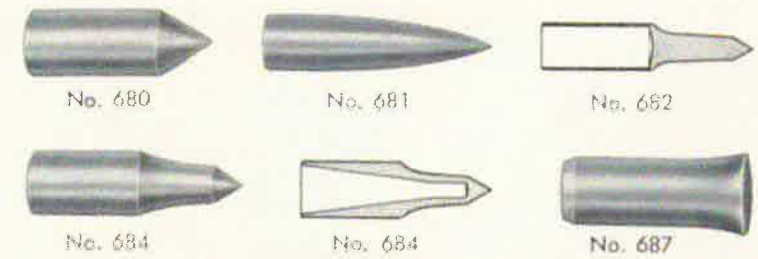
**No. 177 FISHING ARROW**  
An economy priced fish arrow that features a solid glass rod shaft. Has amazing durability and proper weight for good penetration under water. Fletched with LAY LATEX rubber vanes. Brightly crested. 28" length only. Fitted with No. 780 Single Barbed One-Piece Harpoon Point. Individually boxed.



**No. 178 FISHING ARROW**  
Features a tough, durable, solid glass rod shaft fitted with the popular No. 778 Single Barbed, retractable, swivel action, Harpoon Point. LAY LATEX rubber vanes. Finished with a bright colorful crest. 28" length only. Individually boxed.

**METAL 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" & 11/32".
- No. 684 Field point, tapered bore, 11/32".
- No. 687 Concave blunt point, 5/16", 11/32" - recommended for small game hunting.



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

**HILBRE BROADHEADS**

A favorite of thousands of successful bow hunters. The Hilbre Broadhead is made from precision ground cutlery steel with blade edges honed to razor sharpness. Equipped with threaded nylon ferrule to give positive adhesion to shaft. Will fit either 5/16" or 11/32" shafts.

- No. 798 Four-Blade Broadhead, Wt. 110 grains.
- No. 796 Two-Blade Broadhead, Wt. 100 grains.



**BEN PEARSON**

**ARROW POINTS**

the Choice of Experienced Archers

**ONE-PIECE TEMPERED STEEL BROADHEADS**

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

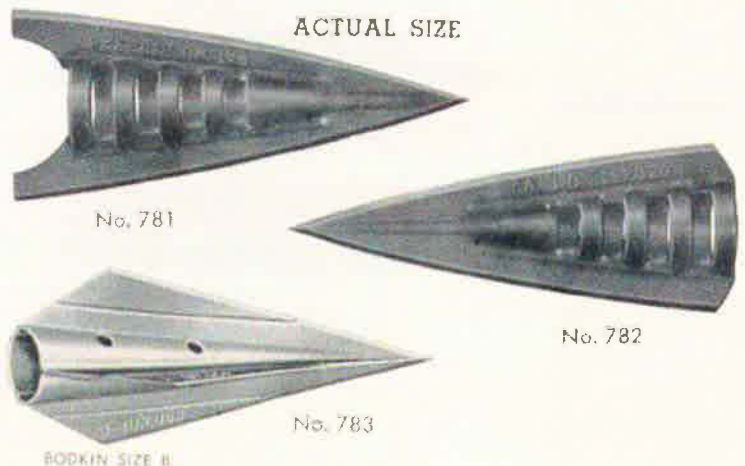
- No. 781 Barbed Steel Broadhead, Wt. 100 Grs.
- No. 782 Barbless Steel Broadhead, Wt. 100 Grs.
- No. 783 Three-bladed Bodkin Hunting Point - Design affords maximum accuracy and cutting surface, easy extraction, and minimum weight. Precision ground cutting edges. Three-blade design permits exceptional flight stability. Three regulation sizes:  
Large - A size, weight 130 grains.  
Medium - B Size, weight 110 grains.  
Small - C size, weight 80 grains.

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

**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 11/32" and 5/16" sizes.

- No. 794 Four Edge Spring Steel Broadhead. Weights approximately: 11/32"-125 grs. 5/16"-110 grs.
- No. 792 Two Edge Spring Steel Broadhead. Weights approximately: 11/32"-110 grs. 5/16"-90 grs.





**BEN PEARSON** CUSTOM QUALITY ARROWS

No. 109



No. 115



No. 127



**THE NEW MICRO FLITE FIBER GLASS ARROW**

No. 104



No. 106



**Ben Pearson Aluminum Arrows**

No. 100



No. 102



NOTE: Four-fletch available in either leathers or plastic vanes, \$1.50 extra per dozen. Six-fletch available in either leathers or plastic vanes, \$2.50 extra per dozen. Specify length of fletching desired when ordering.

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 those which bear the Ben Pearson trademark. Aluminum, fiber glass 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 performance.

No. 109 - MATCHED FOOTED TOURNAMENT ARROW . . . Designed for experts. Shafts are barreled and streamlined, with 4-point hardwood footing, matched in weight within five grains. Spined to shoot correctly with bows weighing up to, but not exceeding, 60 pounds. Equipped with No. 680 Parallel Target Point. Beautifully crested and finished. Specify bow weight and arrow length.

No. 115 - MATCHED FOOTED TOURNAMENT FIELD ARROW . . . Extremely accurate and uniform. Extra select Port Orford Cedar shafts. Finest black hardwood footing. Slightly tapered toward nock. No. 682 Nonskid Field Points. Matched within five grains in weight and spined to shoot accurately with bows weighing to 75 pounds. Extra select long spiral fletching with contrasting colored rock feather. Replaceable plastic IndX nocks. Specify bow weight and arrow length.

No. 127 - BEN PEARSON DELUXE FOOTED HUNTING ARROW LESS POINT . . . Ben Pearson's finest hunting shaft now available less point! No finer hunting arrow made! Long spiral fletching, contrasting colored rock feather, correctly spined for bows weighing up to 75 pounds. Specify bow weight and arrow length.

Also available fitted with point of your choice (see page 20 for points). Add price of points plus 50¢ per dozen for fitting.

No. 104 - FIBER GLASS TARGET AND FIELD ARROW . . . A new addition to the Ben Pearson line of Custom Quality Arrows. A precision made Fiber Glass tube specifically developed to produce the perfect arrow. Permanent straightness . . . will never warp or take a set. Extremely accurate and uniform. Exceptionally tough and durable. Available in all lengths. Spined for bows 30 to 60 pounds.

No. 106 - FIBER GLASS 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 to 60 pounds.

Also available fitted with point of your choice (see page 20 for points). Add price of points plus 50¢ per dozen for fitting.

No. 100 - ALUMINUM TARGET ARROW . . . Light, strong and durable . . . for those who prefer the swift true action of aluminum. Precision made. . . Absolute uniform straightness. Colorful fletching and crest. Available in all lengths. Spined for bows 20 to 60 pounds.

No. 102 - ALUMINUM FIELD ARROW . . . A precision arrow designed for the expert. Made of highest grade aluminum. Long spiral fletching and colorful crest. Perfect uniform straightness. A superb field arrow of the highest quality. Available in all lengths. Spined for bows 20 to 60 pounds.





No. 216



No. 217



No. 218



No. 219



NOTE: Ben Pearson Select Port Orford Cedar Hunting Arrows are stocked in 28" lengths only. However, shorter and longer lengths (not exceeding 30") are available at no additional charge.



## HUNTING ARROWS

Only top quality, hand selected, Port Orford Cedar shafts are used to make Ben Pearson hunting arrows. Each arrow undergoes rigid inspections and tests at each stage of its production to assure the finest in performance. Scientifically spined, perfectly balanced for swift true flight. Every select Port Orford Cedar hunting arrow is a lethal killer, masterfully made for deadly accuracy.



No. 216—SPECIAL HUNTING ARROW WITHOUT POINT . . . A select hunting arrow complete with nock, fletching and crest; but less point. For those who desire to apply their own hunting points. Spined for bow weights 40-50 pounds. All shafts tensioned to five degree taper—ready for point 28" length only. Specify bow weight.  
Also available fitted with point of your choice (see page 20 for points). Add price of points plus 50¢ per dozen for fitting.



No. 217—STANDARD HUNTING ARROW . . . An excellent hunting arrow that will give the finest in performance. Fletched with contrasting colored cock feather and equipped with three-blade hunting point No. 785. Available for bow weights 40-49 pounds and 50-60 pounds. Stocked in 28" lengths only. Specify bow weight.



No. 218—SELECT HUNTING ARROW . . . One of the best! A new addition to the line of Ben Pearson Select Port Orford Cedar hunting arrows. Long spiral fletching with contrasting colored cock feather. Equipped with No. 798 Four-Blade Hunting Point (See page 20 for detailed illustration). Stocked in 28" lengths only. Spined for bow weights 40-49 pounds and 50-60 pounds. Specify bow weight.



No. 219—SPECIAL HUNTING ARROW . . . A new addition to the Ben Pearson line of hunting arrows . . . and at a popular price! The new No. 219 features a solid colored shaft from point to nock with spray cresting, contrasting colored cock feather and fitted with the No. 782 patented one-piece broadhead point. Spined for bow weights 40-49 pounds and 50-60 pounds. Stocked in 28" lengths only. Specify bow weight.



**BEN PEARSON** ALL PURPOSE ARROWS

No. 212



No. 211  
No. 210



No. 207



No. 201



No. 200



No. 42



• TARGET • PRACTICE • FIELD

Ben Pearson has designed these arrows to withstand the wear and tear of everyday use. Practical and inexpensive. Ideal for the archer who desires an inexpensive arrow that will take lots of abuse without sacrifice of top quality performance.



No. 212 -- MATCHED FIELD ARROW . . . A well made field arrow that will take lots of abuse. Made from Port Orford Cedar with spiral fletching. Spined for 40-49 and 50-60 pound bow weights. 26", 27", 28" lengths only. Equipped with No. 682 Nonskid Field Point. Specify bow weight and arrow length.



No. 211 -- PRACTICE FIELD ARROW . . . Made from Port Orford Cedar shaft size 11/32". 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 1/2 gross and dozen cartons only.

No. 210 -- Similar to above except shaft size 5/16" diameter and with 4" feather trim. Not recommended for bow weights exceeding 50 pounds. 28" lengths only . . . packed in 1/2 gross cartons only.



No. 207 -- MATCHED TARGET ARROW . . . Fine quality target arrow fitted with No. 680 Parallel Target Point. Matched within 10 grains. Correctly spined for bows weighing up to, but not exceeding, 50 pounds. Plastic IndX nocks. Shafts painted between feathers. Attractive cresting. 24", 25", 26", 27" and 28" lengths. Specify bow weight and arrow length.



No. 201 -- SELECT TARGET ARROW . . . A top quality practice arrow for bows weighing up to, but not exceeding, 50 pounds. Fitted with No. 680 Parallel Target Point. Attractively finished with colorful crest and plastic IndX nocks. 24", 26" and 28" lengths. Specify bow weight and arrow length.



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.



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 1/2 gross cartons.



## BLISTER PACKS

... SETS and  
ARROWS

No. 202 BULLSEYE ARROW  
DISPLAY PACK—Consists of  
a hard-shell, pillow proof,  
plastic blister on colorful  
display card containing six  
top quality Ben Pearson  
arrows. Minimum order 12  
packs.



ARCHERY SET



## ARROWS

Bulk Packed in Attractive Display Cartons . . .

Ben Pearson's Bulk Packed Arrows are 'super salesmen ready to  
sell for you! Top quality Ben Pearson Arrows packed in colorful  
display cartons . . . in gross and half-gross.

Gross pack consists of 2 dozen 24", 1 dozen 26" and 6 dozen 28",  
or in 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 pack consists of 1 dozen  
24", 2 dozen 26" and 3 dozen 28",  
or in only one length per carton. See current  
Ben Pearson price list for details.

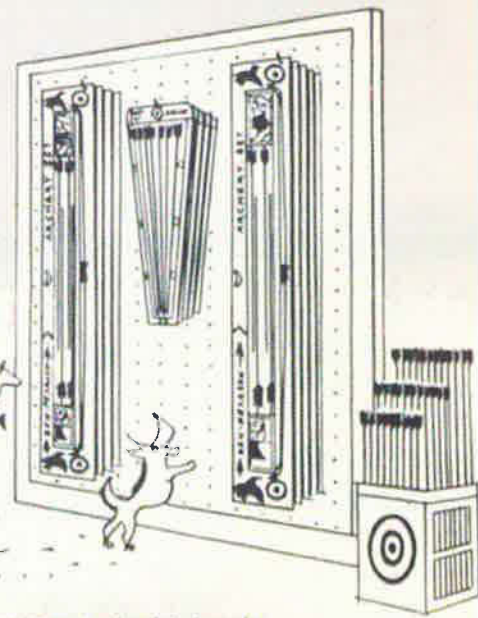


Gross Pack



Half-gross Pack

No. 340 BLISTER PACK ARCH-  
ERY SET—Same contents as No.  
341 Archery Set except less  
quiver. Minimum order 6 packs.



ARCHERY'S FUN FOR EVERYONE

No. 342 BLISTER PACK ARCHERY SET—  
Same contents as No. 343 Archery Set.  
Minimum order 6 packs.

Attention dealers! The above items are excellent items to stimulate impulse  
sales at the point of purchase. The new blister pack and bulk-packed arrows are  
easy to stock . . . easy to display . . . easy to sell! No elaborate display fixtures  
necessary. The new blister packs can merely be suspended from display pegs or  
hooks while Ben Pearson bulk-packed arrows add eye-catching color to any  
surrounding . . . occupy a minimum of floor space!

BEN PEARSON  
Archery

THE BEN PEARSON

"Salesmaster"



The dynamic Ben Pearson Sales-  
master 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 Sales-  
master is extremely compact, allow-  
ing each item on display to be easily  
reached by the customer. Construct-  
ed of tubular aluminum, machine  
buffed to a high chromelike 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.

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BEN PEARSON

INCORPORATED  
PINE BLUFF, ARKANSAS

"Where Quality Improves Performance"



*Retail*

# PRICE LIST

**EFFECTIVE JANUARY 1, 1961**

**Please Destroy Previous Price Lists**

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**FOR CATALOG No. 33**

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 **BEN PEARSON**  
INCORPORATED  
PINE BLUFF, ARKANSAS



## BOWS

CAT.#	DESCRIPTION	SUB. RETAIL PRICE	SHIPPING WEIGHT
979	5'9", Wt. 30 to 65 lbs.	\$89.50	3 lb.
976	5'6", Wt. 30 to 65 lbs.	89.50	3 lb.
970*	5'8", Wt. 35 to 65 lbs.	79.50	3 lb.
971*	5'6", Wt. 30 to 65 lbs.	79.50	3 lb.
973*	5'2", Wt. 25 to 55 lbs.	79.50	3 lb.
975*	5'4", Wt. 40 to 75 lbs.	59.50	3 lb.
972*	5'6", Wt. 30 to 65 lbs.	59.50	3 lb.
966*	5'6", Wt. 30 to 60 lbs.	39.50	3 lb.
962*	5'4", Wt. 30 to 55 lbs.	29.50	2 lb. 8 oz.
960	5', Wt. 20 to 40 lbs. at 26"	22.50	2 lb.
959	5', Wt. 20-25-30 lbs. at 26"	17.50	2 lb.
301	5', Wt. 20-25-30-35-40 lbs. at 26"	14.50	2 lb.
702*	5'6", Wt. 25-30-35-40 lbs.	15.50	2 lb.
703	5', Wt. 20-25-30-35 lbs. at 26"	14.50	2 lb.
337*	5'6", Wt. 30-35-40-45-50-55 lbs.	16.50	2 lb.
336	5', Wt. 30-35-40-45 lbs.	13.50	2 lb.
335	5', Wt. 20-25-30-35-40-45-50-55 lbs.	13.50	2 lb.
334	5', Wt. 20-25-30-35-40 lbs.	9.95	2 lb.
333	4'6", Wt. 20-25-30-35 lbs. at 26"	7.95	1 lb.
331*	4', Wt. Approx. 20 lbs. at 22"	Ea. 5.95	1 lb.
501*	5'6", Wt. 30-35-40-45-50-55 lbs.	14.50	2 lb.
500	5', Wt. 20-25-30 lbs. at 26"	9.50	2 lb.
504*	4'6", Wt. Approx. 20 lbs. at 24"	Ea. 3.95	1 lb.
507*	4'6", Wt. Approx. 15 lbs. at 24"	Ea. 2.95	1 lb.
509	4'6", Wt. Approx. 25 lbs. at 24"	Ea. 7.95	1 lb.

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

## SETS

350*	Wts. 45-50-55 lbs.	21.50	3 lb. 8 oz.
347*	Wts. 30-35-40 lbs.	21.50	3 lb. 8 oz.
346*	Wts. 25-30-35 lbs.	17.50	3 lb. 8 oz.
343	Wts. Approximately 25 lbs.	10.95	3 lb.
341	Wts. Approximately 20 lbs.	7.95	2 lb.
342*	Blister Pack, Wts. Approx. 25 lbs.	Ea. 9.95	2 lb. 8 oz.
340*	Blister Pack, Wts. Approx. 20 lbs.	Ea. 7.95	1 lb. 8 oz.
444*	Wts. 20-25-30 lbs.	12.95	3 lb.
441	Wts. Approximately 20 lbs.	6.95	2 lb.
440	Wts. Approximately 15 lbs.	4.95	1 lb.
437**	Wts. Approximately 10 lbs.	Ea. 2.95	1 lb.

\*Minimum order of six only—or in multiples of six

\*\*Minimum order of twelve only—or in multiples of twelve

## LEATHER GOODS

835	Quiver	14.50	2 lb.
846	Quiver	12.50	2 lb.
844	Quiver	9.50	2 lb.
834	Quiver	6.50	1 lb.

## LEATHER GOODS (Cont.)

CAT.#	DESCRIPTION	SUB. RETAIL PRICE	SHIPPING WEIGHT
833	Quiver	4.50	1 lb.
848	Quiver	4.50	2 lb.
829	Quiver	2.00	10 oz.
827	Quiver	1.50	1 lb.
800	Shooting Glove	2.50	4 oz.
802	Shooting Glove	1.95	4 oz.
805	Shooting Tab	.50	4 oz.
804	Shooting Tab	.35	4 oz.
814	Arm Guard	2.95	6 oz.
810	Arm Guard	1.95	6 oz.
816	Arm Guard	1.95	6 oz.
817	Arm Guard	1.00	6 oz.

## BOW FISHING EQUIPMENT

184	Fishing Arrow	3.50	12 oz.
177	Fishing Arrow	2.00	12 oz.
178	Fishing Arrow	3.00	12 oz.
784	Fishing Point	1.50	4 oz.
780	Fishing Point	.75	4 oz.
778	Fishing Point	1.00	4 oz.
699	Bow Reel	3.00	8 oz.
694	Nylon Line	1.25	12 oz.

## TARGETS AND TARGET STANDS

408	48" Johnson Grass	16.95	57 lb.
4080	Burlap covered, 48" Johnson Grass	18.95	58 lb.
406	36" Johnson Grass	10.95	35 lb.
4060	Burlap covered, 36" Johnson Grass	12.95	36 lb.
404	24" Johnson Grass	6.95	17 lb.
4040	Burlap covered, 24" Johnson Grass	7.95	18 lb.
409	48" Rye Straw	19.95	53 lb.
4090	Burlap covered, 48" rye Straw	21.95	54 lb.
402	Target Stand for 48" Target	4.75	10 lb.
401	Target Stand for 36" Target	3.75	6 lb.
400	Target Stand for 24" Target	2.50	3 lb.

**NOTE: PRICES ON ABOVE TARGETS & STANDS DO NOT INCLUDE TRANSPORTATION CHARGES, THEREFORE, THE DELIVERED PRICE OF THESE ITEMS WILL BE SLIGHTLY HIGHER.**

410*	Box Targets (Multiples of 6 only)	ea. 1.00	10 lb.
403	Box Target (Multiples of 2 only)	ea. 3.00	10 lb. ea.
439	Metal Target Stand	2.00	2 lb.
46*	36" Sisal Core Target	8.50	9 lb.
44*	24" Sisal Core Target	4.50	3 lb.
48	Target Stand for Sisal Core Target, Length, 48"	2.00	2 lb.
50*	24" Sisal Core Target & Stand Combination	6.50	5 lb.

NOTE: Those items designated by a star (\*) cannot be shipped via parcel post to first class post offices. See back cover under "IMPORTANT".



## TARGET FACES

CAT. #	DESCRIPTION	SUB. RETAIL PRICE	SHIPPING WEIGHT
424	6" Animal Target Face...Doz.	.85	
425	12" Animal Target Face...Ea.	.20	
426	18" Animal Target Face...Ea.	.30	
431	18" Animal Target Face...Ea.	.10	
427	24" Animal Target Face...Ea.	.40	
428	Complete Animal Set—30 Faces .....	4.95	2 lb
472	6" B & W Roving Field...Doz.	.50	
473	12" B & W Roving Field...Ea.	.10	
474	18" B & W Roving Field...Ea.	.15	
475	24" B & W Roving Field...Ea.	.20	
476	Complete Roving Field Set—30 Faces .....	2.95	2 lb.
462	Black Hunter Set—18 Faces Toughenized .....	3.65	1 lb
419	48" Square—Tag Stock .....	1.00	12 oz.
418	36" Square—Tag Stock .....	.75	8 oz.
417	24" Square—Tag Stock .....	.50	4 oz.
420	16" Square—Tag Stock... Doz.	1.00	6 oz.
416	48" Square—Oil Cloth .....	3.75	1 lb. 4 oz.
415	36" Square—Oil Cloth .....	3.00	1 lb.
414	24" Square—Oil Cloth .....	1.75	8 oz.
491	48" Skirted—Tag Stock .....	2.50	1 lb.
481	36" Skirted—Tag Stock .....	1.50	1 lb.
471	24" Skirted—Tag Stock .....	1.25	8 oz.
413	48" Skirted—Oil Cloth .....	5.00	1 lb. 6 oz.
412	36" Skirted—Oil Cloth .....	4.00	1 lb.
411	24" Skirted—Oil Cloth .....	2.75	8 oz.

## RAW MATERIALS AND ACCESSORIES

604	Micro-Flite Glass Shafts...Doz.	18.95	1 lb.
606	Micro-Flite Glass Shafts...Doz.	19.35	1 lb.
660	Arrow Shafts .....	4.50	12 oz.
667	Arrow Shafts .....	2.00	12 oz.
691	Cement (½ Doz. Pack Only) .....	.35	3 oz.
650	Natural Barred Feathers...Doz.	1.00	1 oz.
651	Natural White Feathers...Doz.	1.50	1 oz.
652	Dyed White Feathers...Doz.	1.50	1 oz.
653	Dyed Barred Feathers...Doz.	1.25	1 oz.
672	Nocking Points.....Pr.	.75	2 oz.
672	Nocking Points.....Doz.	9.00	1 lb.
673	Brush Buttons, Super Size...Pr.	.70	2 oz.
	Standard Size .....	.60	2 oz.
673	Brush Button Display Asst.....	7.80	1 lb.
670	Buck Scent.....	1.00	3 oz.
664	Wax, ½ oz. Cake.....	.25	½ oz.
676	Nocks .....	.50	1 oz.
676	Nocks .....	2.50	8 oz.
675	Nocks .....	.50	1 oz.
675	Nocks .....	2.50	8 oz.
692	Bow Sight.....	2.25	1 oz.
693	Bow Sight.....	.75	1 oz.
826	Ground Quiver.....	3.00	3 lb.
842	Bow Quiver.....	2.95	10 oz.
640	Bow String Assortment .....	44.70	1 lb. 4 oz.
642	Custom Bow String Assortment .....	36.00	1 lb.

## RAW MATERIALS AND ACCESSORIES (Cont.)

CAT. #	DESCRIPTION	SUB. RETAIL PRICE	SHIPPING WEIGHT
638	Custom Bow String 25-34, 35-44, 45-54, 55-64 lbs. ....	1.50	1 oz.
634	Bow String 45-54, 55-64 lbs. ....	1.25	1 oz.
632	Bow String 25-34, 35-44 lbs. ....	1.00	1 oz.
631	Bow String 25-34, 35-44, 45-54, 55-64 lbs. ....	1.25	1 oz.
637	Bow String 4', 4½', 5' .....	.50	1 oz.
636	Hemp Bow String for Juvenile Bows .....	.40	1 oz.
635	Bow String, 4', 4½', 5' .....	.75	1 oz.

## ARROW POINTS—TARGET, HUNTING & FIELD

680	Target Point .....	Doz. .30	8 oz.
680	Target Point .....	100 Pack 2.00	4 lb.
681	Bullet Target Point .....	Doz. .45	4 oz.
681	Bullet Target Point .....	100 Pack 2.75	2 lb. 8 oz.
682	Non-Skid Point .....	Doz. .60	8 oz.
682	Non-Skid Point .....	100 Pack 4.00	4 lb.
684	Field Point .....	Doz 1.00	4 oz.
684	Field Point .....	100 Pack 6.75	2 lb. 8 oz.
687	Concave Blunt Point.....	Doz. 1.00	8 oz.
687	Concave Blunt Point.....	100 Pack 6.75	4 lb.
794	4-Blade Hunting Point ½ doz.	2.25	8 oz.
792	Barbless Hunting Point .....	½ doz. 1.90	8 oz.
796	Barbless Hunting Point .....	½ doz. 2.25	8 oz.
798	4-Blade Hunting Point ½ doz.	2.75	8 oz.
783	3-Blade Hunting Point ½ doz.	1.95	8 oz.
783	3-Blade Hunting Point .....	100 Pack 25.75	6 lb.
781	Barbed Hunting Point ½ doz.	1.75	8 oz.
781	Barbed Hunting Point .....	100 Pack 23.50	6 lb.
782	Barbless Hunting Point .....	½ doz. 1.75	8 oz.
782	Barbless Hunting Point .....	100 Pack 23.50	6 lb.

## ARROWS

100	Aluminum—Target .....	Doz. 29.95	2 lb.
102	Aluminum—Field .....	Doz. 29.95	2 lb.
104	Fiber Glass Target/ Field .....	Doz. 25.95	2 lb.
106	Fiber Glass Hunting, less point .....	Doz. 26.35	2 lb.
109	Black Hardwood Footed— Target .....	Doz. 17.95	2 lb.
115	Black Hardwood Footed— Field .....	Doz. 18.95	2 lb. 8 oz.

**Four-Fletch and Six-Fletch available in Either Feathers or Plastic Vanes.**  
**Four-Fletch—\$1.50 net extra per dozen.**  
**Six-Fletch—\$2.50 net extra per dozen.**  
**Specify length fletching desired when ordering.**

127	Black Hardwood Footed— Hunting, Less Point.....	Doz. 18.95	1 lb. 8 oz.
216	Special Hunting Arrow, Less Point .....	Doz. 12.00	1 lb. 8 oz.
217	Standard Hunting Arrow.....	Doz. 16.00	2 lb. 6 oz.
218	Select Hunting Arrow.....	Doz. 18.00	2 lb. 6 oz.
219	Special Hunting Arrow .....	Doz. 12.00	2 lb. 6 oz.



## ARROWS (Cont.)

CAT.#	DESCRIPTION	SUG. RETAIL PRICE	SHIPPING WEIGHT
212	Matched Field Arrow	Doz. 12.00	2 lb. 2 oz.
211	Practice Field Arrow	Doz. 8.50	2 lb. 4 oz.
211	Practice Field Arrow	½ Gr. 46.80	4 lb. 12 oz.
210	Practice Field Arrow	½ Gr. 36.00	4 lb. 8 oz.
207	Matched Target Arrow	Doz. 10.00	2 lb.
201	Select Target Arrow	Gr. 64.80	9 lb.
201	Select Target Arrow	½ Gr. 32.40	4 lb. 8 oz.
201	Select Target Arrow	Doz. 6.00	2 lb.
201	Select Target Arrow	½ Doz. 3.25	1 lb.
200	Practice Arrow	Gr. 50.40	9 lb.
200	Practice Arrow	½ Gr. 25.20	4 lb. 8 oz.

## ARROWS (Cont.)

CAT.#	DESCRIPTION	SUG. RETAIL PRICE	SHIPPING WEIGHT
200	Practice Arrow	Doz. 4.50	2 lb.
200	Practice Arrow	½ Doz. 2.50	1 lb.
42	Economy Arrow	Gr. 36.00	9 lb.
42	Economy Arrow	½ Gr. 18.00	4 lb. 8 oz.
202*	Blister Pack Arrows (6 Arrows)	Ea. 2.50	1 lb.

\*Minimum order of twelve only—Or in multiples of twelve.

**All Arrows priced per dozen are also available in one-half dozen cartons at one-half the dozen price plus 50 cents extra per one-half dozen.**

Unless otherwise specified on orders for Bulk-Packed Arrows (gross & half-gross). Standard Pack will be shipped.

All arrows in gross and half-gross display cartons are packed only one length per carton, or in our Standard Pack. Standard Pack is: Half-gross—1 doz. 24", 2 doz. 26", 3 doz. 28". Gross—2 doz. 24", 4 doz. 26", 6 doz. 28". For any other assortment of bulk packed arrows, add 50 cents extra per carton.

## SALE CONDITIONS

Unless satisfactory credit is established, all initial orders will be shipped C. O. D., and will require a deposit of 25% with order. Our money back guarantee protects you against defective material or faulty workmanship. We cannot, however, be responsible for damage caused by mis-handling, such as improperly stringing or over-drawing a bow.

## RETURN OF MERCHANDISE

If a bow sold with an archery set should prove defective, under no circumstances is the entire set to be returned to us for inspection. If only the bow is returned, we will replace it at no charge provided the bow is found to be defective because of workmanship or material. If replacement is not in order the bow will be discarded unless you specifically request that the bow be returned to you at your expense. It is imperative that we receive this information prior to our inspection. We reserve the right to refuse shipments of merchandise returned to us unless our permission is first obtained. We will not accept merchandise returned to us for our inspection transportation charges collect.

## CLAIMS FOR DAMAGE OR SHORTAGE

We are not responsible for merchandise lost or damaged in shipment. Your signature for goods shows you have received them in good order. Make immediate claim against the transportation agent for shortage or damage. Our responsibility ceases on delivery to the transportation company, as all shipments are made F.O.B. Pine Bluff. We will be glad to assist in tracing shipments.

If you fail to receive merchandise within 10 days after receipt of invoice notify us immediately and we will assist you in tracing shipment.

Claims for shortages must be made within 5 days after receipt of merchandise, otherwise claims for shortages will not be allowed.

## IMPORTANT

We ship from a First Class Post Office and the parcel post limitations of 72 inches in combined length and girth must apply to all shipments made to First Class Post Offices. Packages exceeding parcel post limitations will be shipped express.

The above does not apply to shipments made to Second and Third Class Post Offices as parcel post limitations to Second and Third Class Post Offices is 100 inches in combined length and girth.

**BE SURE TO GIVE SHIPPING INSTRUCTIONS WITH EVERY ORDER  
OTHERWISE WE WILL SHIP CHEAPEST WAY**