

1963



Archery Equipment

CATALOG NUMBER THIRTY-FIVE



BEN PEARSON

Palomino

The Bow of Champions

Preferred by champions the world over as the ultimate in tournament bows . . . The Palomino is constructed from only the finest multi-colored hardwoods laminated with high-tensile Fiberglas . . . featuring long working recurved limbs, full-view sight window, extra-wide overdraw and pistol grip. Epoxy finish gives unequalled protection for lasting beauty and longer life . . . an exclusive feature on Ben Pearson custom bows.

No. 970 The Palomino

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

No. 971 The Palomino

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

No. 973 The Palomino

Length: 5'2"—
Weights: 25 to 55 lbs. at 28".
Recommended brace height: 7" to 7½".
Draw limit: 29".

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



PALOMINO
UNSTRUNG

PINTO
UNSTRUNG

BEN PEARSON

Pinto

A versatile bow for tournament or bow hunting

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

No. 972 The Pinto

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

Specify draw weight.

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

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

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

No. 975 The Mustang

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

Recommended brace height: 7" to 7½".

Specify draw weight.

Draw limit: 30".

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

BEN PEARSON

MUSTANG

Designed especially for the bow hunter

MUSTANG
UNSTRUNG

STALLION
UNSTRUNG

BEN PEARSON

Stallion

For bow hunters . . . a bow with power and speed

A brand new addition to Ben Pearson's line of custom quality bows for 1963. The new Stallion combines all the desirable features of a fine hunting bow into one superb shooting instrument . . . featuring full-working recurved limbs, full-view sight window and pistol grip. Compact, short in length . . . can be handled in brush or blind with ease. Handsomely fashioned from only the finest hand selected multi-colored hardwoods laminated with high tensile fiberglas facing and backing . . . finished to perfection with Ben Pearson's exclusive Epoxy finish to assure lasting beauty and extended bow life. Comes complete with removable, pressure sensitive felt arrow plate and arrow rest and custom dacron bow string. A superb hunting bow with real game-getting power and speed.

No. 974 The Stallion

Length: 5'2" —Weights: 40 to 75 lbs. at 28".

Recommended brace height: 7" to 7½".

Draw limit: 30".

Specify draw weight.

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

BEN PEARSON JAVELINA

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

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

No. 966 The Javelina

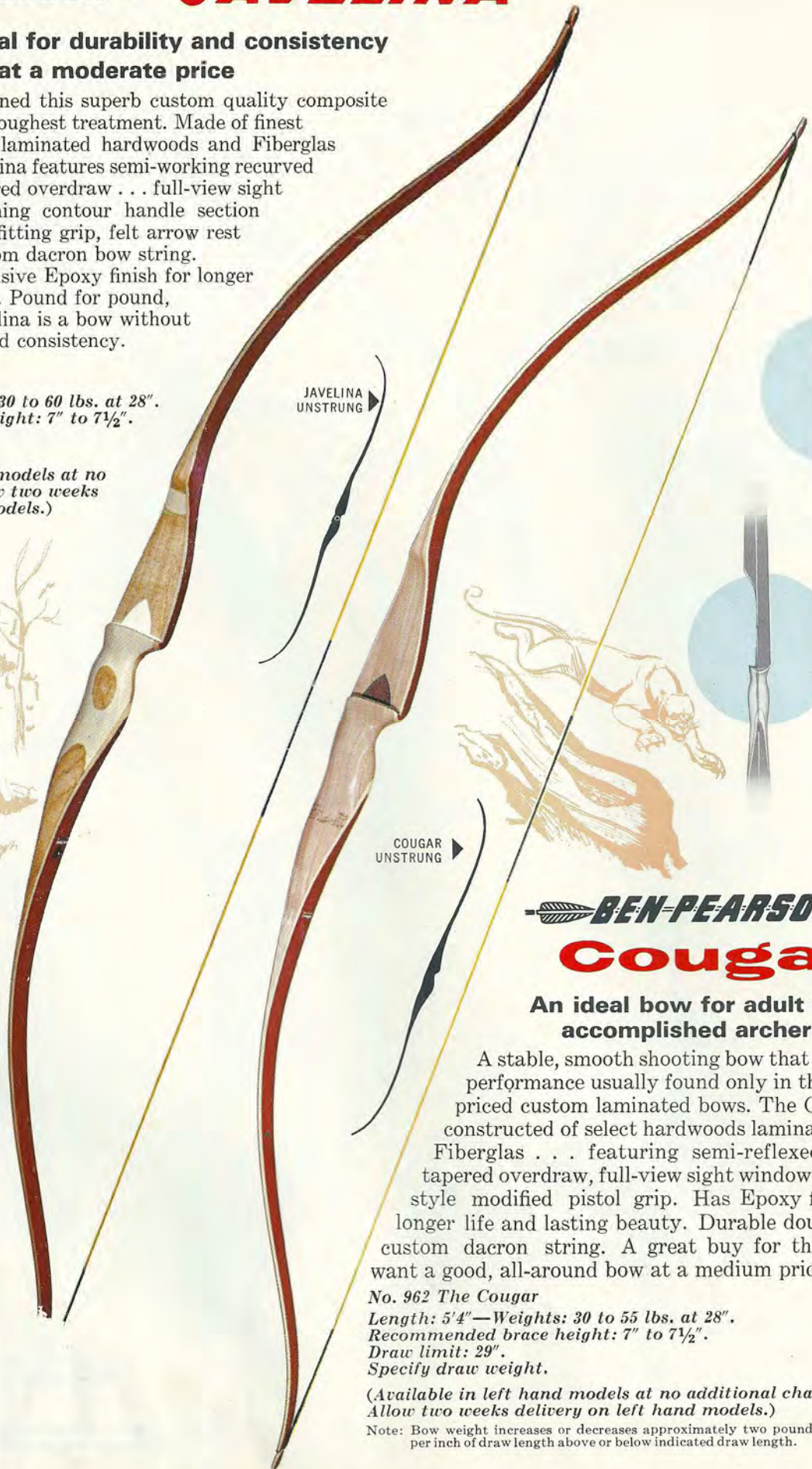
Length: 5'6" —Weights: 30 to 60 lbs. at 28".

Recommended brace height: 7" to 7½".

Draw limit: 30".

Specify draw weight.

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



JAVELINA
UNSTRUNG

COUGAR
UNSTRUNG

BEN PEARSON

Cougar

An ideal bow for adult and accomplished archers

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

No. 962 The Cougar

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

Recommended brace height: 7" to 7½".

Draw limit: 29".

Specify draw weight.

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

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

BEN PEARSON

COLT

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

No. 960 The Colt

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

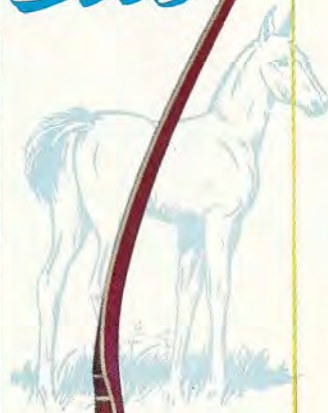
Recommended brace height: 6½" to 7½".

Draw limit: 28".

Specify draw weight.

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

Colt



COLT
UNSTRUNG

BEN PEARSON

FILLY

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

No. 959 The Filly

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

Recommended brace height: 6½" to 7½".

Draw limit: 28".

Specify draw weight.

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

Filly



FILLY
UNSTRUNG

BEN PEARSON

PONY

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

No. 958 The Pony

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

Recommended brace height: 6½" to 7½".

Draw limit: 28".

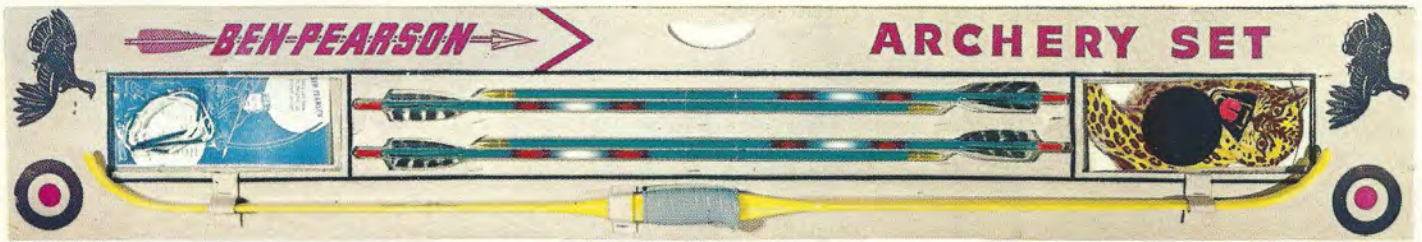
Specify draw weight.

For right or left hand.



PONY
UNSTRUNG

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



**No. 342
BLISTER PACK ARCHERY SET**

Contains the No. 333, 4'6" Fiberglas bow featuring a sight window and moulded plastic handle section. Four 24" Port Orford Cedar Arrows with metal tips and plastic

nocks; leather armguard; small shooting tab; full color animal target face and instruction booklet, "Tips On Shooting" by Ben Pearson. Minimum order of three or in multiples of three.

No. 333—Bow only . . . see listing facing page.



**No. 340
BLISTER PACK ARCHERY SET**

Same as No. 342 set except with No. 331, 4' Fiberglas bow, 22" arrows and less armguard and shooting tab. Minimum order of three or in multiples of three.

No. 331—Bow only . . . see listing facing page.

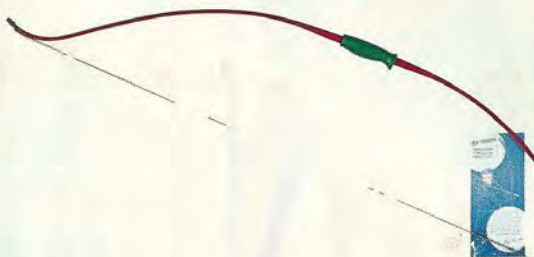


**No. 339
BLISTER PACK ARCHERY SET**

Contains the No. 332, 4'6" Fiberglas bow with moulded plastic handle section. Four 24" Port Orford Cedar Arrows with metal tips and plastic nocks; full color animal

target face and instruction booklet, "Tips On Shooting" by Ben Pearson. Minimum order of six or in multiples of six.

Suitable for both right and left hand archers. No. 332—Bow only . . . see listing facing page.



**No. 338
BLISTER PACK ARCHERY SET**

Same as No. 339 except with No. 330, 4' Fiberglas bow and 22" arrows. Minimum order of six or in multiples of six.

Suitable for both right and left hand archers.

No. 330—Bow only . . . see listing facing page.



STRONG . . .

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



WEATHER PROOF

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

JET FIBERGLAS BOWS IN RAINBOW COLORS

Popular with beginning archers as well as camps and schools. Ben Pearson's Jet fiberglas bows are made to withstand the roughest of treatment . . . will take lots of abuse and are completely unaffected by weather conditions.

Jet bows Nos. 336, 333 and 331 feature a sight window providing a center-shot release. Bows No. 337, 335 and 334 have dual arrow rests, enabling the bow to be used by either right or left hand archers . . . a most popular feature with schools and camps. All are equipped with durable, moulded plastic handle sections.

No. 337

Length 5'6". Weights 30, 35, 40, 45, 50, 55 lbs. at 28". For men and teenage boys.

No. 335

Same as No. 337 except 5' length. Weights 20, 25, 30, 35, 40, 45, 50, 55 lbs at 28". For men and women of medium height.

No. 336

Length 5'. Weights 20, 25, 30, 35, 40 lbs. at 28". Sight window. For men and women of medium height.

No. 333

Same as No. 336 except 4'6" length. Weight approximately 25 lbs. at 24". For boys and girls.

No. 331*

Same as No. 336 except 4' length. Weight approximately 20 lbs. at 22". For boys and girls.

No. 334

Length 5'. Weights 20, 25, 30, 35, 40 lbs. at 26". Straight limb design. Ideal for schools and camps.

No. 332*

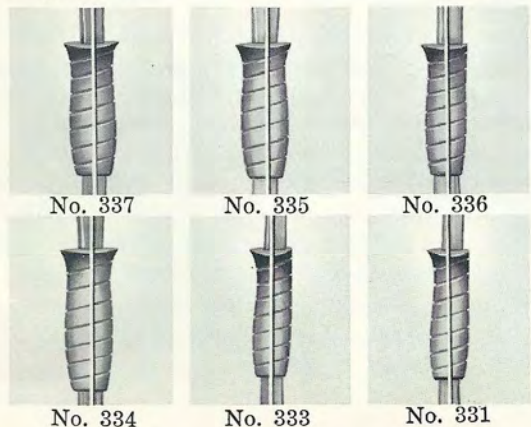
Length 4'6". Weight approximately 25 lbs. at 24". Same bow as packed in set No. 339. For boys and girls.

No. 330*

Length 4'. Weight approximately 20 lbs. at 22". Same bow as packed in set No. 338. For boys and girls.

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

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



No. 337

No. 335

No. 336

No. 334

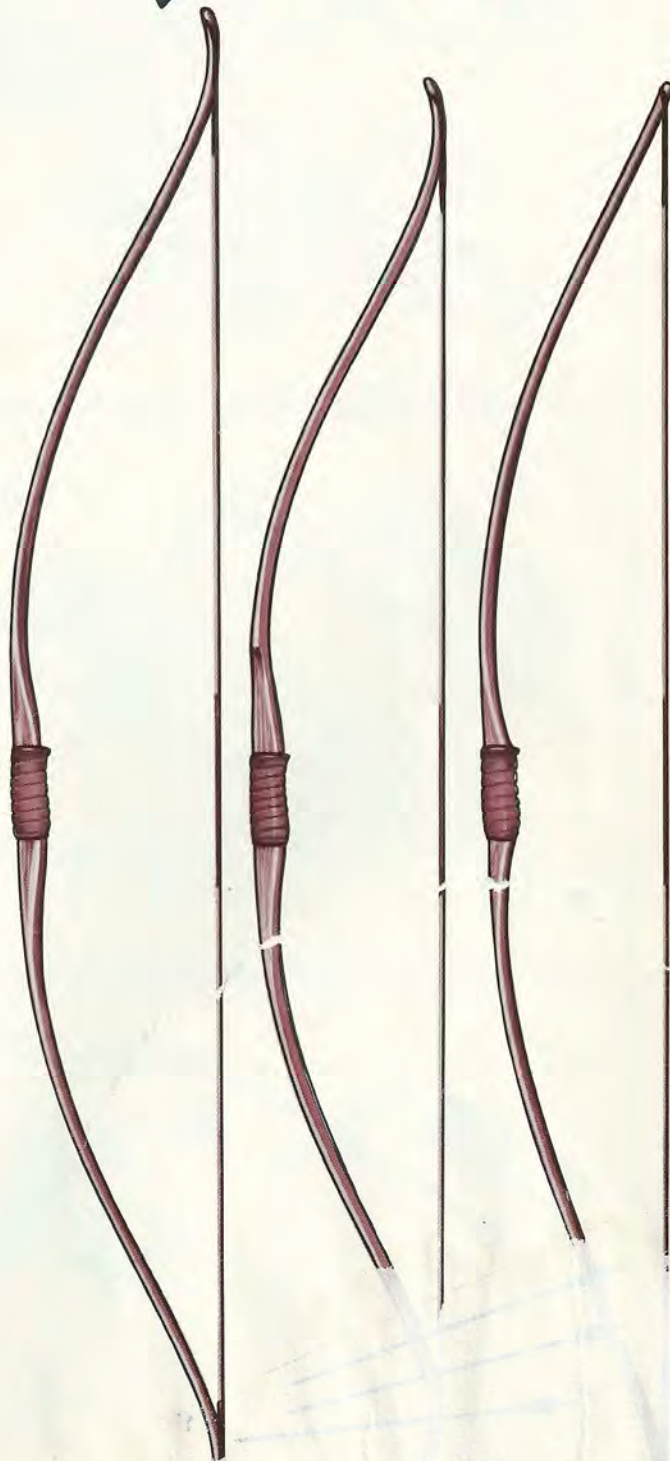
No. 333

No. 331

BEN PEARSON

Jet

**FIBERGLAS
BOWS**



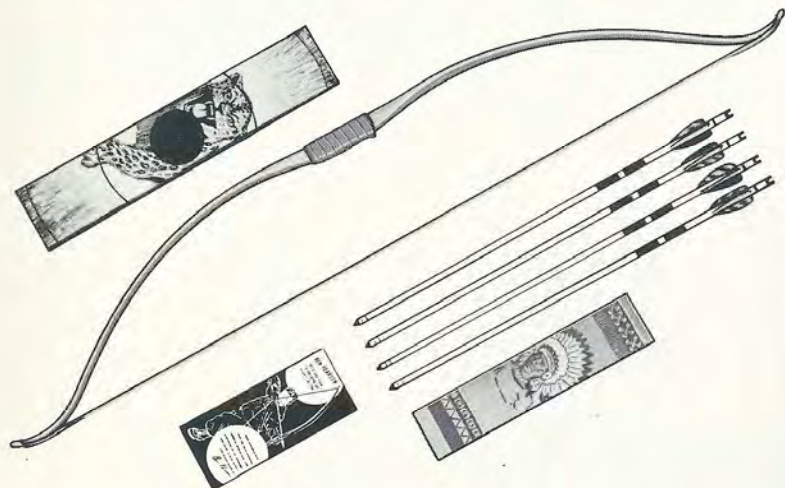
ARCHERY SETS

Jet

FIBERGLAS

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

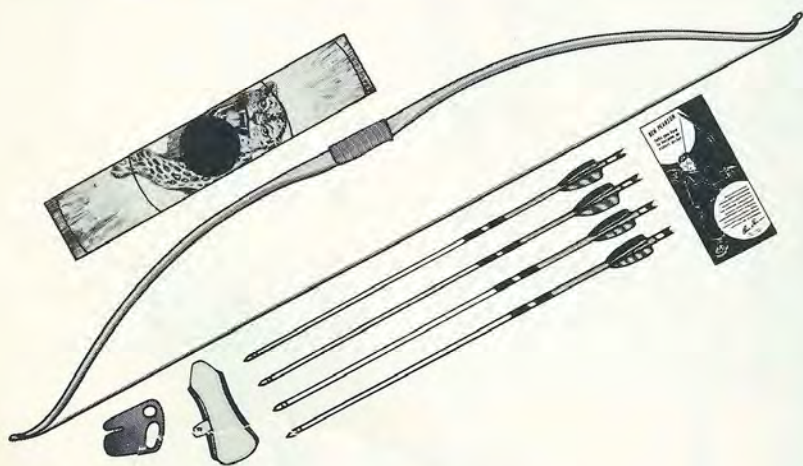
America's greatest archery value for every member of the family...



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

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

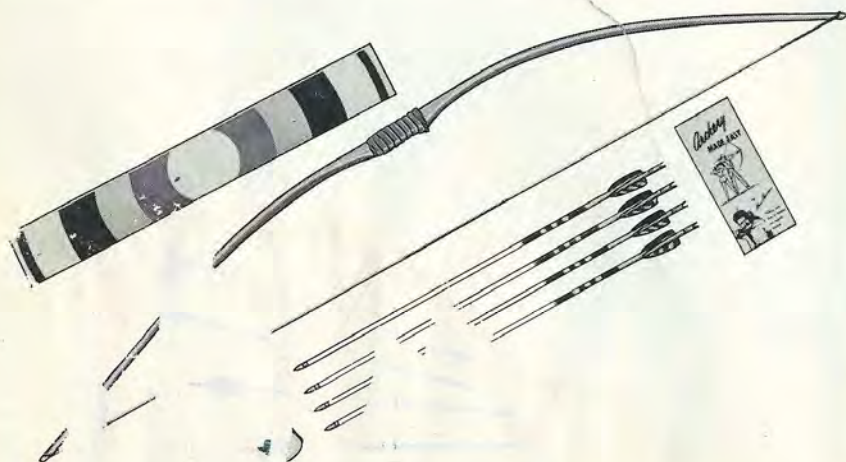
Approximate bow weight 20 pounds.



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

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

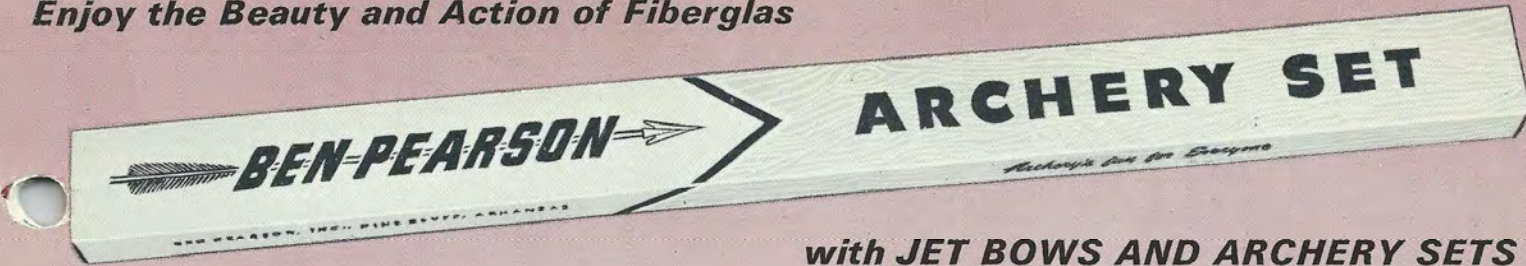
Approximate bow weight 25 pounds.



**No. 344
POWER JET ARCHERY SET...**

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

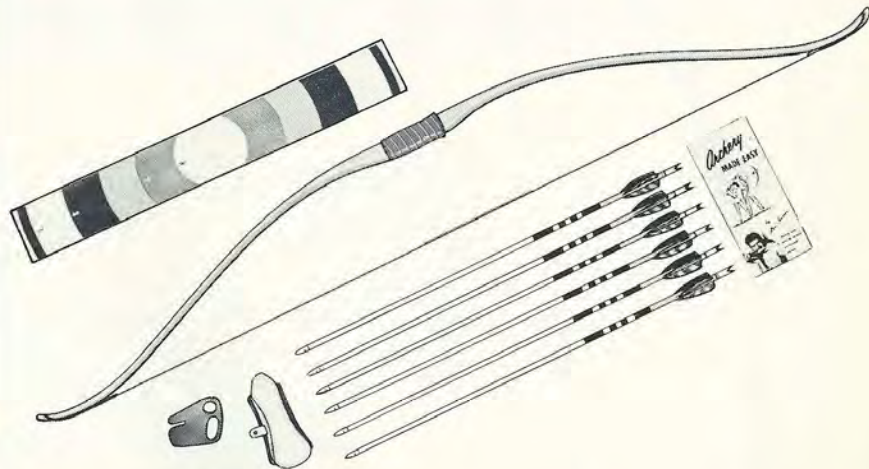




with JET BOWS AND ARCHERY SETS

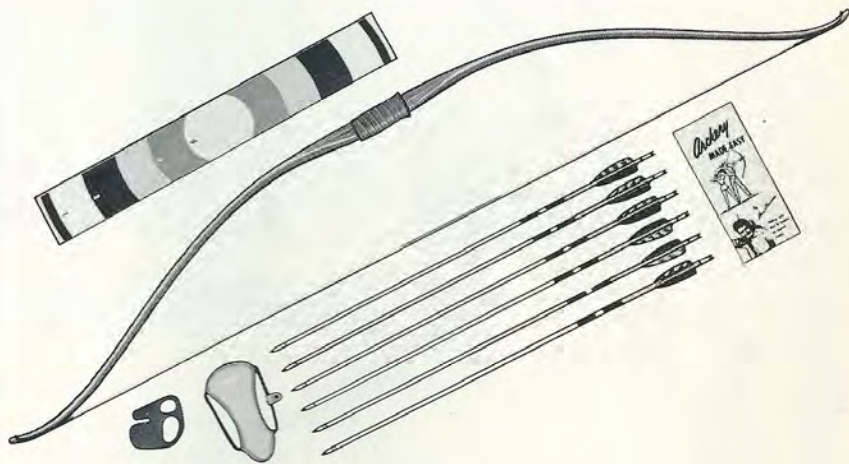
No. 346
SUPER JET ARCHERY SET . . .

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



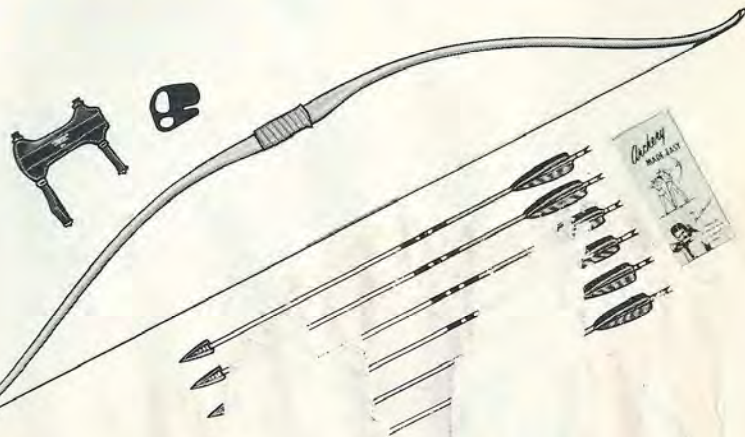
No. 347
STRATO JET ARCHERY SET . . .

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



No. 350
DEERSLAYER HUNTING SET . . .

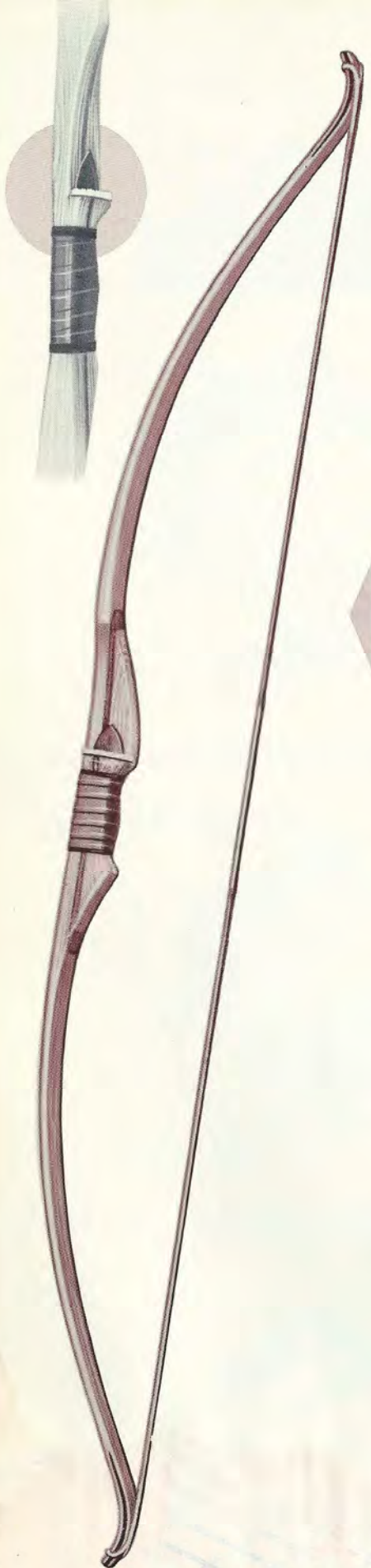
Contains the new No. 335 Super Jet 5' Bow in cowhorn color which features semi-working recurved limbs and moulded plastic handle section with dual arrow rests. Available in 40, 45, 50, 55 pound weights. Set has three " Big Game Arrows; Three 28" Small Game Arrows; Hunter's leather arm-guard and large shooting tab; Instruction booklet, "Archery Made Easy" by Ben Pearson.



HICKORY BOWS and ARCHERY SETS

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

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



No. 500
 No. 501

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

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

No. 501 Sherwood—Length 5'6". Weights 30, 35, 40, 45, 50, 55 pounds at 28".

No. 500 Old Hickory—Length 5'. Weights 20, 25, 30 pounds at 26".

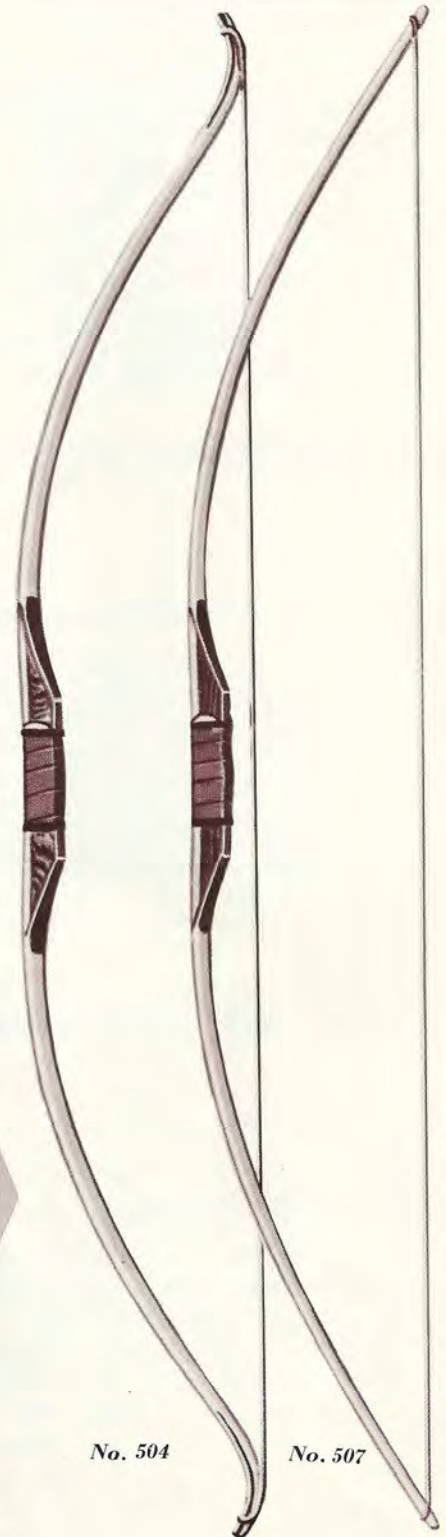
JUNIOR HICKORY BOWS

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

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

No. 507 Straight Limb Hardwood Bow—4'6" length for arrows up to 24". Approximately 15 lbs. draw weight.*

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

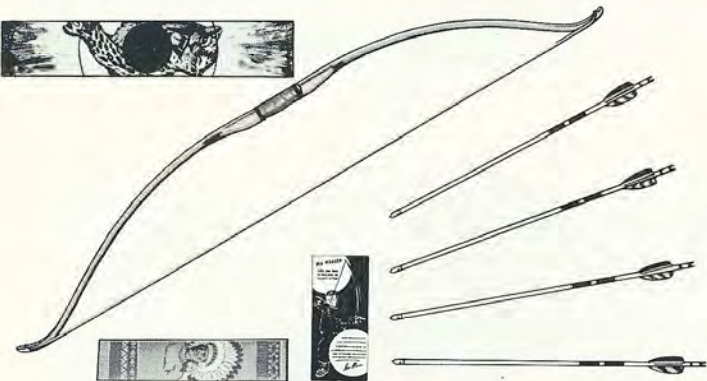
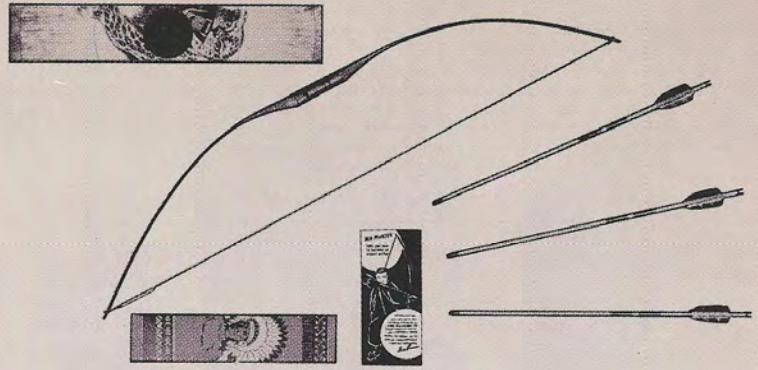


No. 504

No. 507

No. 437 BOLD BLADE ARCHERY SET

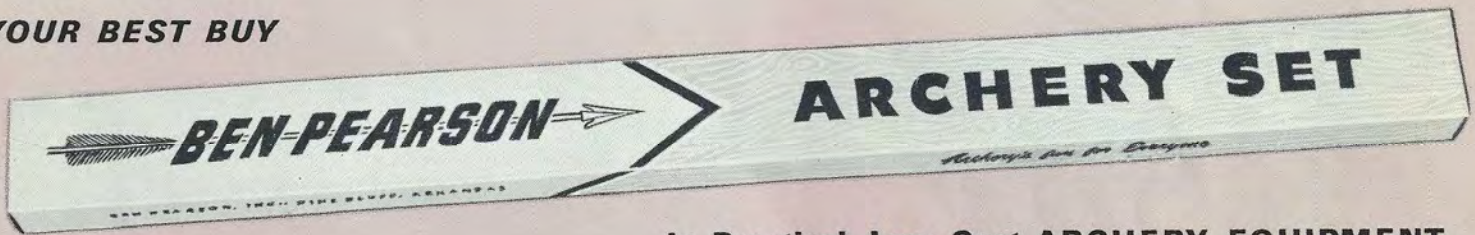
For young archers. Contains a 38" hardwood bow colorfully finished with overlaid wood handle riser, and hemp string. Approximate weight 10 pounds. Three 18" arrows attractively fletched and crested with painted safety points. Embossed cardboard quiver. Full color animal target face. Instruction booklet,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



No. 440 COCK ROBIN ARCHERY SET

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

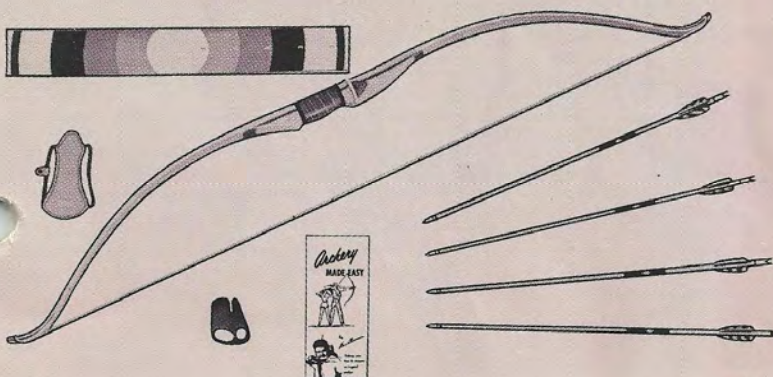
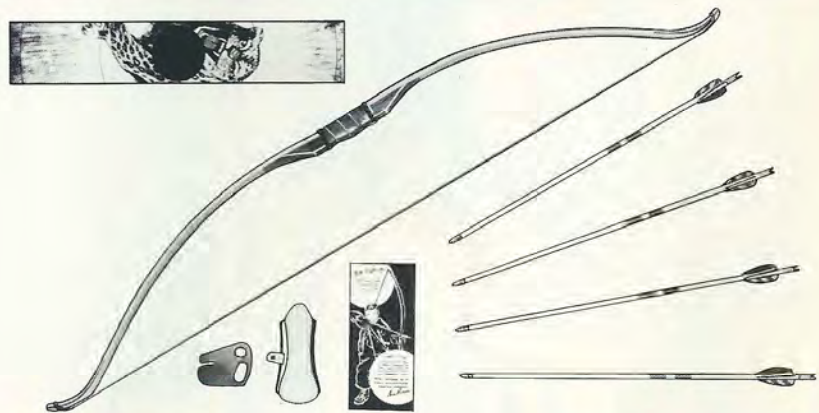
YOUR BEST BUY



In Practical, Low Cost ARCHERY EQUIPMENT

No. 441 JUNIOR CHAMPION ARCHERY SET

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



No. 444 OLD HICKORY ARCHERY SET

A dandy set for teenagers. 5' recurved hickory bow (No. 60) with full view sight window, carpeted arrow rest and leather arrow plate. Double loop draw string. 20, 25, 30 pound weights. Four 26" arrows with plastic nocks and select turkey feather fletching. Leather armguard and finger tab. 24" 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

A
No. 835



B
No. 844



BEN PEARSON QUIVERS

A No. 835 Deluxe Hunting Quiver

Select quality leather with form-fitting shoulder strap to hold quiver in position for quick use. Divider strap separates blunts from broadheads, keeps arrows from rattling. Heavy, moulded puncture-proof bottom. Zipper pocket for accessories.

B No. 844 Hunting Quiver

A two division quiver with arrow divider strap. Can easily carry 12 or more arrows. Buffalo grain finish with top grain cowhide trim . . . complete with adjustable shoulder strap. An extremely serviceable quiver. Surprisingly inexpensive.

C No. 830 Field Quiver

The latest design in field quivers. Handsomely styled from extra thick cowhide to give years of service. Made with loop for attaching to wearer's belt with angled design to permit freedom of movement and easy access to arrows. Has arrow divider strap and accessory pocket.

D No. 834 Field Quiver

A new field quiver, masculine in appearance, compact in design with two adjustable hang straps to allow quiver to hang at any desired angle. Features a long lasting, moulded puncture-proof bottom, center divider strap with removable padded leather partition . . . wide cut-away throat for easy access to arrows. Can easily carry eight field, target or hunting arrows.

E No. 848 Junior Hunting Quiver

A popular-priced shoulder quiver for young archers. Made of tough durable vinyl with cowhide leather trim . . . complete with adjustable shoulder strap and arrow divider strap. Over 16" deep with heavy leather bottom. Wide throat permits easy removal of arrows.

F No. 833 Target or Hunting Quiver

An inexpensive but durable leather quiver complete with belt. Holds 12 target arrows or six hunting arrows. Has long lasting heavy leather bottom.

G No. 827 Leatheride Target Quiver

A serviceable, well designed quiver at low cost. Has heavy leather bottom. Loop for attaching to wearer's belt. Carries 12 arrows. Nicely finished with decorative trim cuff.

H No. 829 Hip Pocket Quiver

Popular with male archers. Fits snugly in hip pocket. Slots for belt. Protective cuff prevents wear on pocket. Made of long-lasting select cowhide leather.

I No. 842 Hush-h-h Bow Quiver

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

C
No. 830



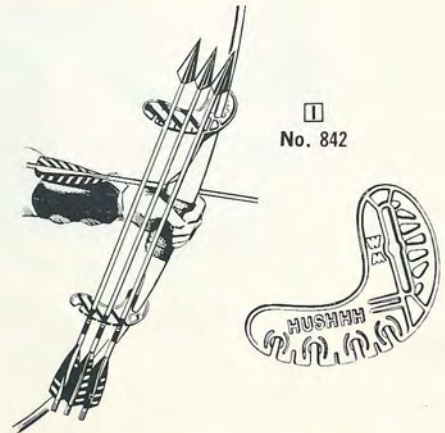
D
No. 834



H
No. 829



I
No. 842



PEARSON 

ARMGUARDS

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



A
No. 800



B
No. 802



C
No. 805

BEN PEARSON GLOVES AND TABS

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

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

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

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

BEN PEARSON ARMGUARDS

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

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

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

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



A
No. 810



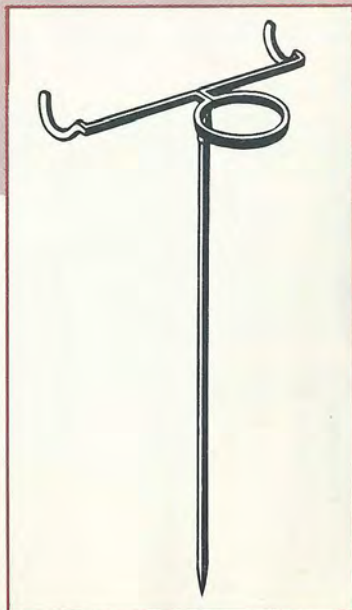
B
No. 817



C
No. 814



D
No. 816



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



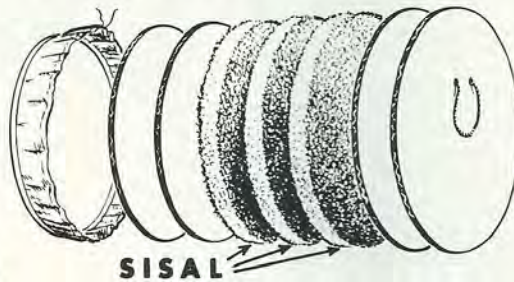
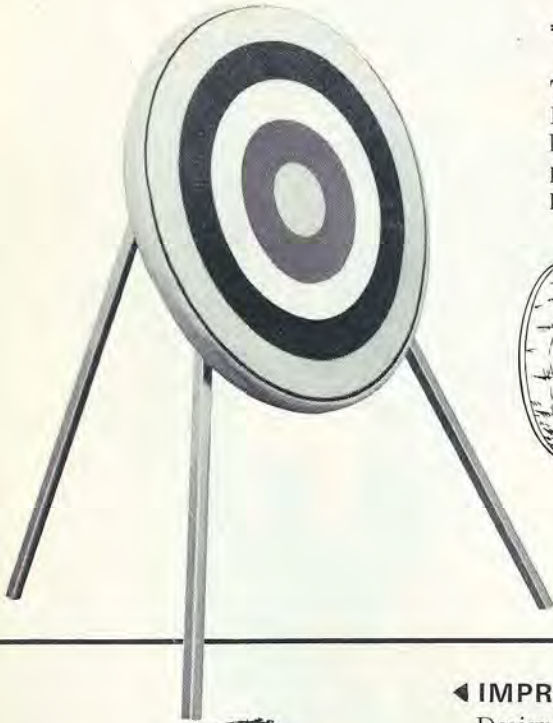
No. 824 F
Holds a
Simple,
constru

BEN PEARSON
TARGETS · MATS · STANDS

BEN PEARSON **SISAL CORE TARGET**

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

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



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

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 Cover of your Net Price List.

◀ **IMPROVED TARGET STAND**

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

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



No. 439 PORTABLE METAL TARGET STAND ▶

A compact, portable, easy-to-use target stand. Handy for youngsters and backyard archers. Simply imbed ends of legs into mat and clip to target stitching. Stable to non-skid angles to reduce loss of arrows. Constructed entirely of metal treated to prevent rust. Comes equipped with brass chain and clip. For use on 36" mats only. Length 32", weight 2 pounds.



JOHNSON GRASS TARGETS

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

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

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

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.

TARGET COVER

Made of heavy duty vinyl. Completely water proof and not affected by heat or cold. Protects target when not in use. Available for both 48" and 36" targets.

No. 4061—36" Target Cover.
No. 4081—48" Target Cover.



FULL COLOR ANIMAL FACES



18"



24"

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

No. 424—6" Animal Target Face

No. 425—12" Animal Target Face

No. 426—18" Animal Target Face

No. 427—24" Animal Target Face

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

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

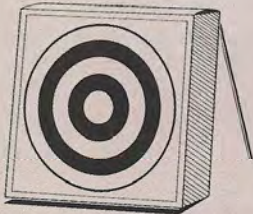
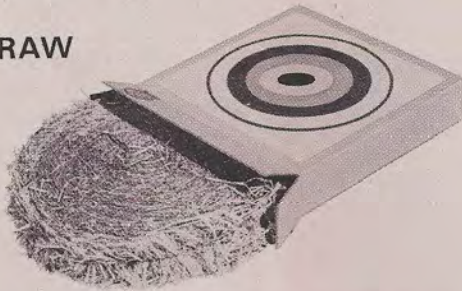


6"



12"

No. 403 — WOUND STRAW TARGET



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

STANDARD 4-COLOR TARGET FACES

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

SQUARE

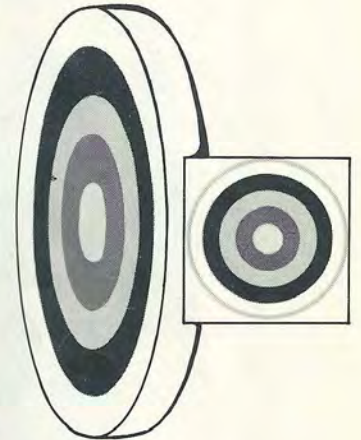
	Heavy Tag	Cloth
48"	No. 419	No. 416
36"	No. 418	No. 415
24"	No. 417	No. 414
16"	No. 421	

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

SKIRTED

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

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



No. 410 "DO-IT-YOURSELF" TARGET



Heavy corrugated paper box with 4 color target face.

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



BLACK AND WHITE ROVING FIELD FACES

Circular targets printed on heavy tag stock

No. 472—6" Black and White Roving Field

No. 473—12" Black and White Roving Field

No. 474—18" Black and White Roving Field

No. 475—24" Black and White Roving Field

No. 476—Circular Black and White Roving Field Faces in



FEATHERS

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

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

No. 691—Fletching Cement

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



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

TARGET AND FIELD POINTS

- No. 680—Parallel Target Point, 9/32", 5/16", 11/32"
- No. 681—Bullet Target Point, 5/16" only
- No. 682—Nonskid Target Point, 5/16" x 11/32"
- No. 684—Field Point, tapered bore, 11/32"

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



No. 673—Brush Buttons

General purpose fiberlike brush buttons longer for fletching and fitted with a hollow adapter with grip taper. Available in weights 40-4

NOTE: Four-fletch available in either feathers or points per dozen. Six-fletch available in either feathers or points extra per dozen. Specify length of fletching

NEW PACKAGE!



Most Ben Pearson accessories are now packaged in a colorful new Day-Glo blister package. A hard-shell plastic blister provides complete protection for each item and allows a clear view of the product. Look for the new package at your Ben Pearson dealers!



IndX Arrow Nocks

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

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

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



No. 692—Bow Sight

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

No. 693—Goldmore Bow Sight

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



ARROW SHAFTS

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

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

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

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

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

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

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

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



No. 670—Buck Scent

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

BOW STRINGS



DACRON BOW STRINGS

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

No. 631—Single loop Dacron bow string for 25-34, 35-44, 45-54, 55-64 pound bows. 5'-5 1/2' or 5 1/2'-6' lengths.

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

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

No. 638 — Custom Bow Strings

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

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

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

No. 643—Custom Bow String Assortment

Twenty-four No. 638 Custom Bow Strings. Assorted as follows:

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

YOUTH'S BOW STRINGS

No. 635—Braided Dacron Bow String—Double loop with Dacron served loops and center. For 4', 4 1/2' or 5' bows not exceeding 30 lbs. draw weight. Specify length.

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

No. 637—Double Loop Italian Hemp Bow String—Same as above except double loop to fit 4', 4 1/2' or 5' bows. Specify length.

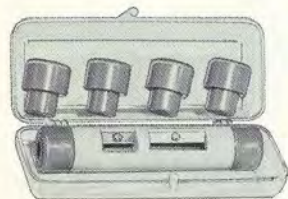
No. 641—String Assortment

Fifty Dacron and Italian Hemp double and single loop bow strings. Assorted as follows:

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

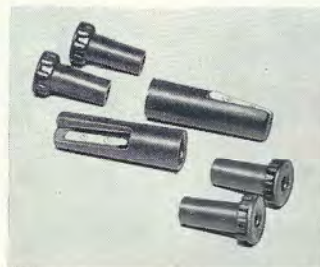
No. 664—Bow String Wax

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



No. 665 — Tapering Tool

An easy and dependable way to taper shafts correctly. Fits 99% of all points and nocks made. Include bushings to fit 1/4", 9/32", 5/16" and 11/32" shafts—all oversize to clear oversize or painted shafts. To use, simply insert shaft and rotate until tool stops cutting.



No. 666 Tapering Tool

Simple to use . . . merely insert bushing that corresponds to shaft size and rotate shaft until tool stops cutting. Made of plastic and uses regular injector-type razor blades. Includes four bushings—1/4", 9/32", 5/16" and 11/32".



No. 672—Truespot Nocking Points

Lightweight nylon tubes easily attach to bow string. Reduce string pinching. Wide, flat, smooth, and durable.

Weights approximately:

BEN PEARSON

Custom Quality

MATCHED ARROWS



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

A No. 100—ALUMINUM TARGET ARROW . . . The preferred choice of experienced tournament archers the world over. Used extensively in national and international competition. Ben Pearson aluminum arrows are precision made from famous Easton 24SRT-X tubing . . . light, strong and durable to give the swift true action that only aluminum can give! Beautifully crested, spiral fletched with solid color feathers, equipped with plastic nocks and insert target points. Available in all lengths. Spined for bows 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-75 pounds. Weight matched within 3 grains. Specify bow weight, arrow length and color preference for crest and fletching.

B No. 104—FIBERGLAS TARGET AND FIELD ARROW . . . The most durable arrow made! Won't dent, bend, corrode or warp from repeated use or bad weather. Made from genuine Micro-Flite® Fiberglas shafts that are precision matched within 3 grains. Finished to perfection with hand selected turkey feather spiral fletching and colorful crest. Available in all lengths. Spined for bows 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-75 pounds. Specify bow weight, arrow length and color preference for crest and fletching.

C No. 109—MATCHED FOOTED TOURNAMENT ARROW . . . World's finest wood shafted arrow! Only the finest hand selected Port Orford Cedar shafts are used in their construction . . . each shaft is barrelled and streamlined . . . finished with 4-point hardwood footing. Fitted with No. 680 Parallel Target Point. Weight closely matched within 3 grains. Spined to shoot correctly with bows weighing 20-24, 25-29, 30-34, 35-39, 40-44, 45-50 pounds. Beautifully hand crested and finished. Specify bow weight, arrow length and color preference for crest and fletching.

No. 207—MATCHED TARGET ARROW . . . Identical to the No. 109 arrow above but not footed. Highly preferred and especially recommended for school use. The matched quality of the arrow enables students to learn more quickly the precision aspects of archery by participating with matched equipment. Matched within 3 grains. Spined for bows weighing 20-24, 25-29, 30-34, 35-39, 40-44, 45-50 pounds. Hand crested. Available in 24", 25", 26", 27" and 28" lengths. Specify bow weight, arrow length and color preference for crest and fletching.

D No. 106—FIBERGLAS HUNTING ARROW WITH POINT . . . Proclaimed by seasoned bow hunters to be the best ever made . . . practically indestructible! Same famous, genuine Fiberglas shafts used on No. 104 except equipped with longer spiral fletching and fitted with a hollow magnesium metal broadhead insert adapter with 3-point taper. Available in weights 40-44, 45-49, 50-54, 55-59, 60-64,

NOTE⁵ Four-fletch available in either feathers or plastic vanes, \$1.50 extra per dozen. Six-fletch available in either feathers or plastic vanes, \$2.50 extra per dozen. Specify length of fletching desired when ordering.

Each set of Ben Pearson Custom Quality Arrows is precision matched in weight to a tolerance of 3 and 5 grains (437½ grains equal one ounce). Perfectly balanced to provide consistent flight; and shadowgraph matched for absolute uniform flight.

65-69, 70-75 pounds. Weight matched within 3 grains. Specify bow weight, arrow length and color preference for crest and fletching.

Also available fitted with hunting point of your choice. See notice this page.

E No. 216—DELUXE HUNTING ARROW WITH-OUT POINT . . . A superb hunting arrow that's taken practically every type game to be found on the North American game trails! Only choice, hand selected Port Orford Cedar shafts are used in its construction. Finished with long spiral fletching with contrasting colored cock feather. Beautifully crested. Shaft tenoned to 5 degree taper . . . ready for point. Closely matched within 5 grains and spined for bows weighing 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-75 pounds. Available in 28" length only. Specify bow weight and color preference for crest and fletching.

Also available fitted with hunting point of your choice. See notice this page.

F No. 212—DELUXE FIELD ARROW . . . A companion arrow to No. 216 above . . . ideal for the archer who wishes to acquire a field and hunting arrow set. Made from same quality, hand selected, Port Orford Cedar shafts as the No. 216 except finished with spiral field fletching and fitted with No. 682 Nonskid Field Point. Matched within 5 grains and spined for 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-75 pounds bow weights. Available in 26", 27" and 28" lengths only. Specify bow weight, arrow length and color preference for crest and fletching

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

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

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

(Nos. 781 and 782 points not available on No. 106 arrow)

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

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

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

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

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

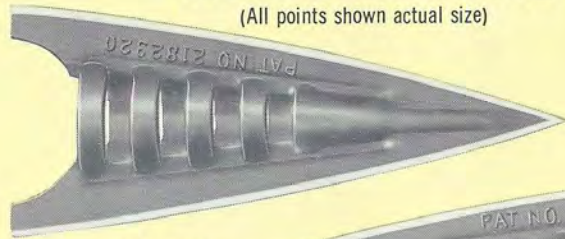


A No. 100 **B** No. 104 **C** No. 109 **D** No. 106 **E** No. 216 **F** No. 212

BEN PEARSON

HUNTING POINTS

(All points shown actual size)



No. 781.



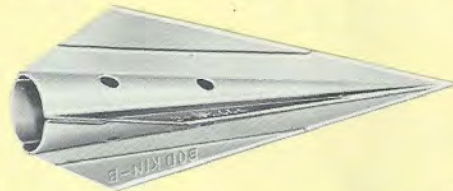
No. 782.

ONE-PIECE TEMPERED STEEL BROADHEADS

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

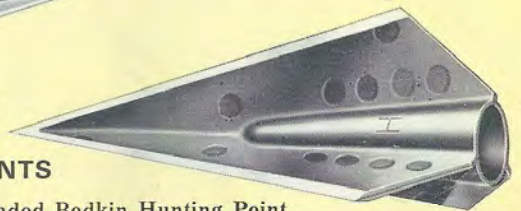
No. 781—Barbed Steel Broadhead. Wt. 100 Grs.

No. 782—Barbless Steel Broadhead. Wt. 100 Grs.



No. 783.

No. 786.



THREE-BLADE HUNTING POINTS

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

Large—A size, weight 130 grains.

Medium—B size, weight 110 grains.

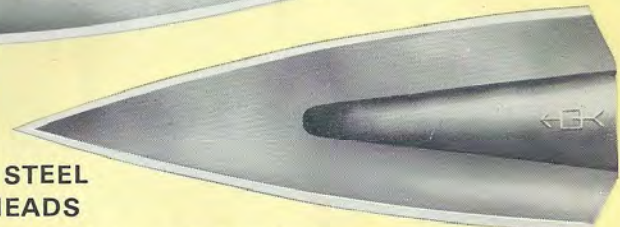
Small—C size, weight 80 grains.

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



No. 794.

No. 792.



SPRING STEEL BROADHEADS

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

No. 794—Four Edge Spring Steel Broadhead. Weights approximately:

$\frac{11}{32}$ "—125 grs. $\frac{5}{16}$ "—90

No. 792—Two Edge Spring Steel Broadhead. Weights approximately:

$\frac{11}{32}$ "—110 grs. $\frac{5}{16}$ "—90



All-Purpose

ARROWS

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

A No. 214—MATCHED HUNTING ARROW WITHOUT POINT . . .

A popular priced hunting arrow that has downed game in all bow hunting regions of the world. Overwhelmingly the No. 1 choice of "week-end" bow hunters throughout America! Matched in spine for bows weighing 40-49, 50-60 pounds. Shaft tenoned to 5 degree taper, ready for point, and attractively finished with shaft painted full length. Long spiral fletching with contrasting colored cock feather. Available in 28" length only. Specify bow weight.

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

B No. 211—MATCHED FIELD ARROW . . .

A companion arrow to No. 214 above . . . perfect for a popular priced field arrow—hunting arrow set. Made from 11/32" Port Orford Cedar shafts completely painted from point to nock. Finished with colorful spray crest, field fletching and fitted with Nonskid Field Point. Matched for bows 40-49, 50-60 pounds. Available in 28" length only. Packed in 1/2 gross and dozen cartons only.

C No. 210—PRACTICE FIELD ARROW . . .

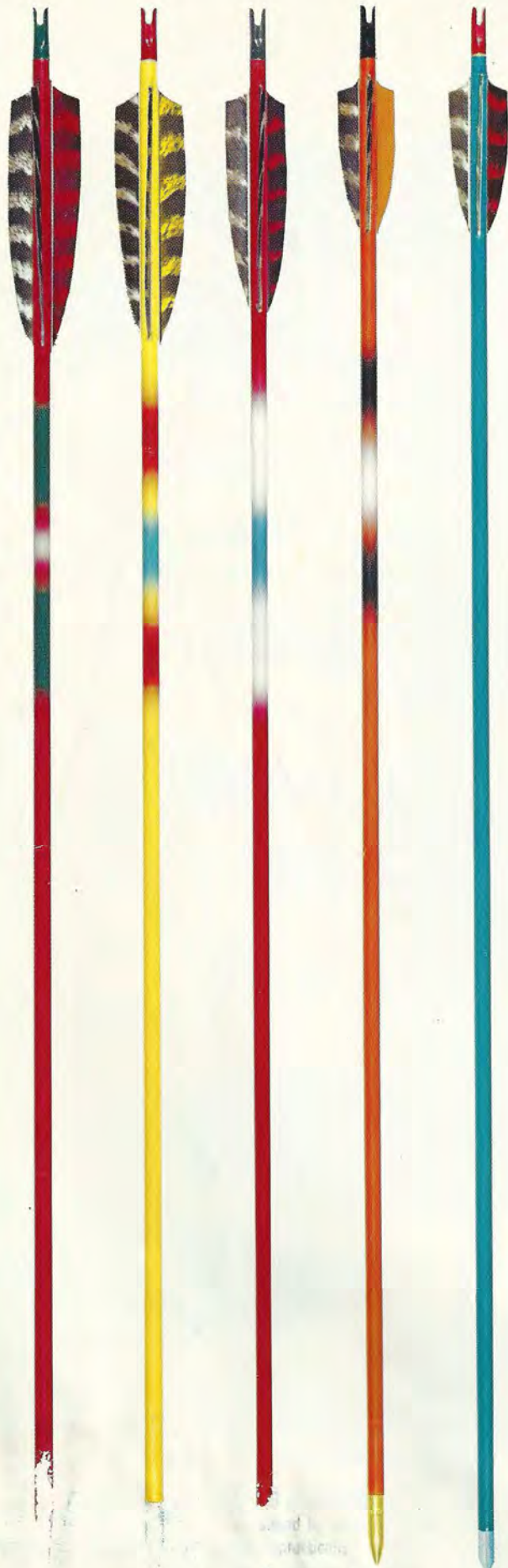
A colorfully finished field arrow made from unmatched Port Orford Cedar shafts. Recommended for beginners. Has 4" field fletching with contrasting colored cock feather. Nonskid Field Point. Painted full length from point to nock with attractive spray cresting. Shaft sizes 5/16" and 11/32" diameter in 28" length only. Packed 1/2 gross only with 4 dozen 5/16" and 2 dozen 11/32" shaft sizes.

D No. 200—PRACTICE ARROW . . .

For beginners . . . an inexpensive arrow of unmatched Port Orford Cedar. Equipped with turkey feather fletching and fitted with No. 681 Bullet Point. Shaft completely painted from point to nock with contrasting colored spray crest. Available in 22", 24", 26" and 28" lengths only.

E No. 42—ECONOMY ARROW . . .

Brightly colored Port Orford Cedar shaft with turkey feather fletching, plastic nock fitted with metal target point. Available in 24", 26" and 28" lengths. Packed in gross and 1/2 gross cartons only.



E^s Four-fletch av
per dozen. Size
extra per do

C
210

D
200

E
42

DISPLAY MERCHANDISER PACKS

Dealers . . . Stimulate impulse sales in your store at the point of purchase with these colorful Ben Pearson display merchandisers. In addition to items shown here, see the popular Blister Pack Jet Archery Sets on page 6.

**No. 203
BLISTER PACK ARROWS**

A colorful eye-catching display pack containing six top quality Ben Pearson arrows . . . Pilfer-proof . . . easy to display, easy to sell. Arrows packed in three lengths—24", 26" and 28". Minimum order of six packs all one length or in standard pack containing 2 packs 24", 2 packs 26" and 2 packs 28". Specify when ordering.



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



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



No. 75 ARCHERY DISPLAY UNIT . . .

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

- 2—No. 440 Hickory Sets
- 3—No. 341 Fiberglass Sets
- 2—No. 346 Fiberglass Sets
- 1—Floor Display Unit
- 2—No. 340 Hickory Sets
- 3—No. 345 Fiberglass Sets
- 1 Box 72—No. 347 Arrow
- 1 Box 72—No. 348 Arrow

BOW FISHING EQUIPMENT

A great archery sport...

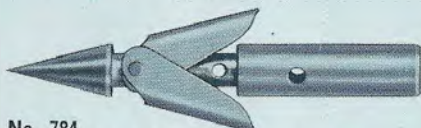
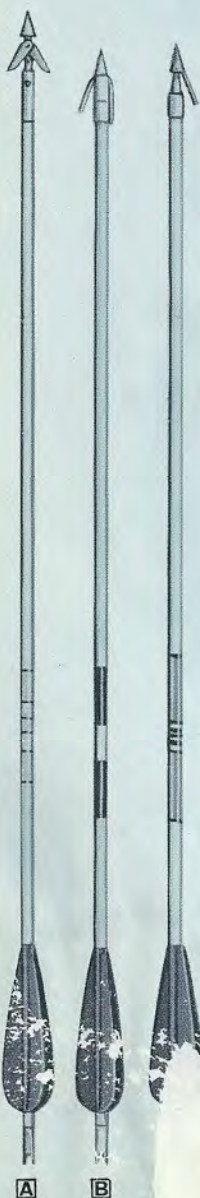
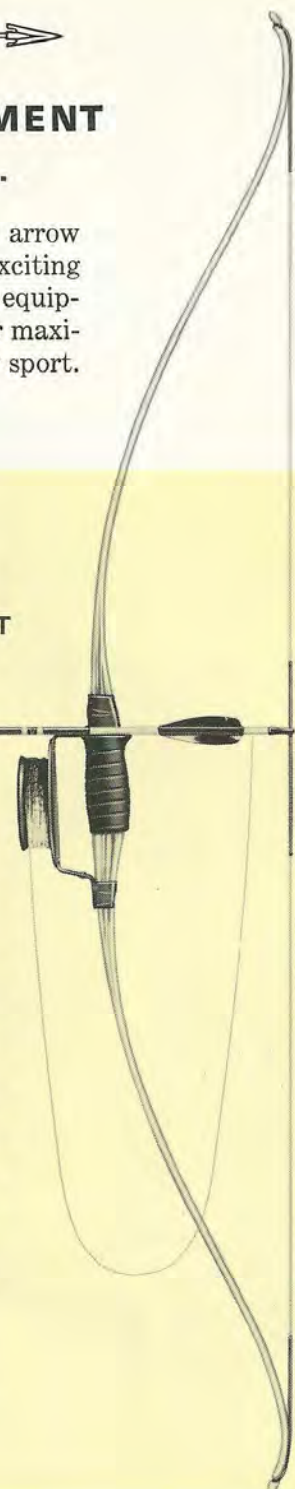
Shooting rough fish with bow and arrow gives the archer and bow hunter exciting extra sport. Ben Pearson bow fishing equipment is inexpensive yet designed for maximum success in this newest archery sport.



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

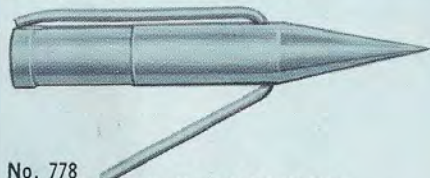
Everything you need to enjoy the exciting sport of fishing with bow and arrow. Complete outfit includes No. 335 recurved Super Jet Fiberglass Bow, No. 699 Bow Reel, No. 178 solid glass Fishing Arrow with Lay LATEX rubber fletching and retractable, swivel action harpoon point, 25 yards 70 lbs. test Braided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

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



**No. 784
DOUBLE-BARBED HARPOON POINT**
Designed for attaching line at point. Lower point unscrews for easy removal of fish. Ferrule fits 3/16" shafts.

A No. 184—FISHING ARROW
A solid glass rod . . . practically indestructible . . . gives added weight for greater depth penetration. Fletched with LAY LATEX rubber vanes. Attractively crested. 3/16" diameter, 28" length. Equipped with No. 784 Double-Barbed Harpoon Point (above). Individually boxed.



**No. 778
SINGLE-BARBED HARPOON POINT**
Has retractable, swivel-action spring wire barb for easy fish removal. Harpoon head designed for maximum depth penetration. Ferrule fits 3/16" shaft.

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



No. 780 SINGLE-BARBED ONE-PIECE POINT
An inexpensive fishing point that will take hard usage. Spring wire barb prevents fish from shaking loose. Designed for attaching line at point. Fits 1/2" shaft.

C No. 177—FISHING ARROW
All economy fishing arrow featuring a solid glass shaft. Has outstanding durability and proper weight for good penetration under water. LAY LATEX rubber vanes. Attractively crested. 28" length only. Equipped with No. 780 Single-Barbed One-Piece Point (above). Individually boxed.



No. 699—Bow Reel and Line

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

No. 694—Bow Fishing Line

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



THE **BEN PEARSON**

"Salesmaster"

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



Attention dealers!

When ordering the Salesmaster unit, order by number as follows:

- No. 70—Salesmaster display unit complete with stock order of merchandise.
- No. 72—Salesmaster unit only . . . less merchandise.

See Price List

BEN PEARSON

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