



ben pearson[®] '74

ben pearson "Chroma Code" packaging

The sales help you don't have to pay

The complete Ben Pearson archery display is a powerful selling tool. New Chroma Code packaging, exclusive with Ben Pearson, is a successful contender for customer attention no matter how tough the competition. It adds new brilliance to products of established quality, presenting a compelling "pick me up" look consumers can't resist. It tells them at a glance which tackle is right for their kind of shooting.

Orange packaging for target tackle. Green packaging for hunting. Together they tell the story of successful archery merchandising — greater visual impact, more effective display, wider customer recognition, an ever increasing demand for products with a record of dependable performance.

Chroma Code packaging will impress your sales people, too. It's easy to display, easy to stock, easy to inventory. FREE space-saving metal merchandisers come with each order for product display assortments. At Ben Pearson Archery, we make it easier to sell.

ben pearson





"If you believe the proof of a product lies in the dependability of its performance, you can believe in Ben Pearson archery equipment. It does what it's made to do, in the field and on the line.

Each new Pearson product is a proven performer before it ever reaches your hands. It's been thoroughly lab and field tested to confirm the soundness of its design, the faithful execution of its concept in production, and its ability to function as required under the most challenging and rigorous of hunting and tournament conditions.

As primary examples of this dedication to excellence, I particularly call your attention to the 1974 line of Ben Pearson bows, featuring George Birnie's ultra-efficient 'Hyper-Kinetic' limb design (pages 4 thru 11), and to the new Pearson Switch-blade™ broadhead and Switch-On™ interchangeable point system (pages 18 and 19)''

Jim Dougherty

Director: Ben Pearson Professional Advisory Staff
Charter Member: Hunting Hall of Fame
Member: Safari Club International
Pope & Young Club
CBH and SAA Big Game Clubs
Associate Editor: Bow & Arrow Magazine

"Hyper-Kinetic" Action—The power behind a great new Pearson line

George Birnie's "Hyper-Kinetic" limb design is a **super-efficient, three stage system of energy build-up, storage and release, producing maximum uniform rectilinear velocity.**

This revolutionary design commands the maximum utilization of deflex, reflex and recurve. These are the three sections which make up the total working limb. In the new '74 Ben Pearson bows, they are exactly synchronized in flex and recovery timing.

During the draw, each working section acts upon the others to create a maximum build-up of energy represented by tension. Beginning in the deflex section, energy is generated and stored in the bow limb until that section reaches the optimum energy producing capability of its design limit. At this point, the kinetic action originated in the deflex triggers the energy producing properties of the reflex, where the process of power build-up and storage is repeated until the creative potential of that section has been fulfilled, the kinetic action then triggering the power production input of the recurve.

Every bow is separately designed and engineered so that the critical point of total maximum energy build-up is reached at the bow's minimum draw length, and retained until the bow reaches its draw limit. The wider limbs, with micro-tapered cores, are duo-stressed, and provide for a stable housing of the harnessed energy until it is released by the archer.

At that instant, all of the previously stockpiled energy is loosed against the resisting mass represented by the arrow. In the reverse order of their build-up, the recurve, reflex and deflex kinetically inter-react to produce an unbelievably smooth, three-stage, synchronized release of explosive power. Each section's energy input is triggered at the exact instant of its maximum contribution to limb efficiency. This eliminates the "power pauses" or energy leaks common to bows of less efficient limb design in which the working sections contribute in an improperly or untimed sequence, causing the arrow to be jerked or "hammered" forward into the cast, and creating a violent bow kick that threatens the stability of the archer's bow arm — a serious deterrent to the achievement of either velocity or accuracy.

The synchro-timed release of the "Hyper-Kinetic" limbs assures a constant, uniform power thrust, resulting in maximum rectilinear acceleration and velocity. The bow string "stays with" the arrow, propelling it forward in a flat, accurate cast. String acceleration continues to a point slightly beyond brace height, where the deflex section of the bow provides both a decelerating action and shock absorbing function, eliminating noisy string slap.

"Hyper-Kinetic" Action is the power behind super speed, super silence, super smoothness. You'll feel it in each new Ben Pearson bow.

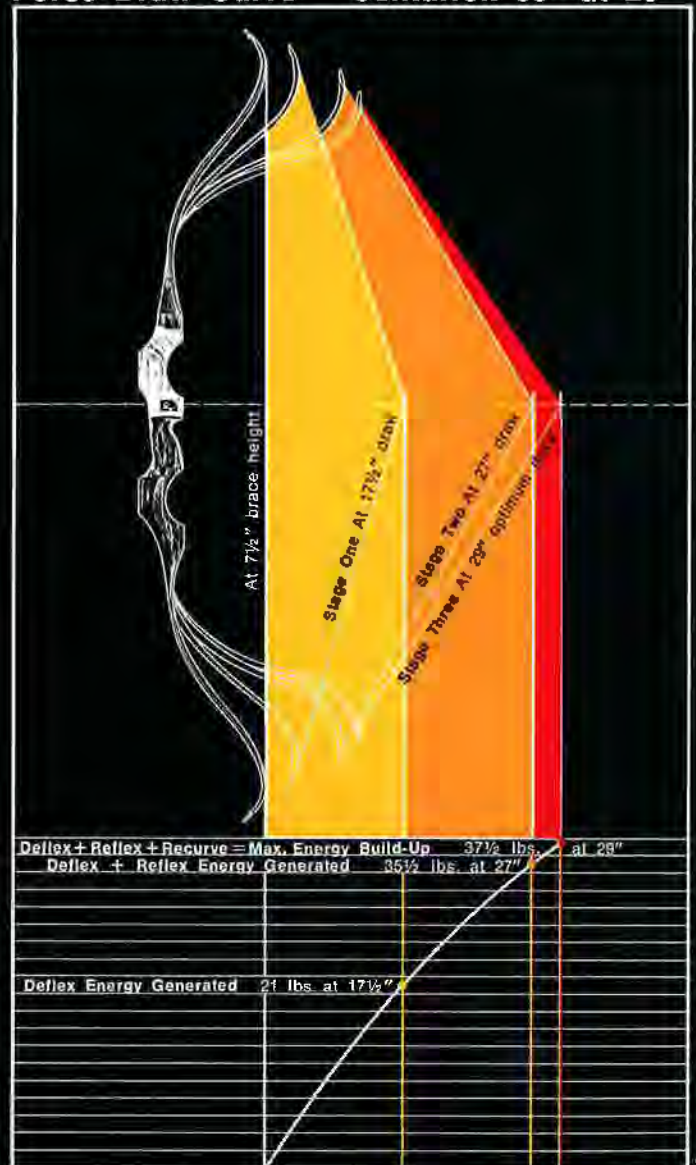


George Birnie—Master Bowyer


Master Bowyer George Birnie has devoted a lifetime to archery, achieving an enviable proficiency in virtually every aspect of his profession. A native of Scotland, he became the Scottish target champion at age 17. Following an apprenticeship with Richard Galloway, head bowmaker to King George VI, he has held a variety of prominent positions in the archery industry, both in Europe and the United States.

In a continually growing list of impressive achievements, perhaps none is more significant or far reaching than Birnie's latest contribution to the art of bowmaking — the development of the "Hyper-Kinetic" limb design exclusively featured in the '74 line of Ben Pearson hunting and tournament bows.

Force Draw Curve — Centurion 69" at 29"



marauder td™

 The class of the record-class bows
now improved to perfection

From cougar to cape buffalo, the 60" Marauder td™ has proven its class where it really counts — in the field, with record setting performances. This is the bow conceived by professional bowhunter and Pope & Young senior member, Jim Dougherty. It is knowledgably designed and faithfully engineered to meet the physical demands and critically acute performance requirements of the men who live by the bow.

Speed is number one, and the Marauder™ has more than ever before. Ben Pearson's exclusive "Hyper-Kinetic" limbs give you a powerhouse of energy to draw on when your broadhead has to cover country fast, and get there with game-stopping authority.

Silence is essential, and the Marauder™ delivers with a non-alarming whisper. The patented Rigid-Lock® take down gets you there without hang-ups and sets you up in business in seconds.

The Marauder's™ new design also features a larger sight window, a full 5½ inches, and a ballistically controlled arrow flight, to give you a betting edge in accuracy. The modified handle riser provides flat planes for easy sight mounting, and a contoured thumb rest for more positive control.

When you're a pro, your money's riding on the game. You need the clincher. The Marauder td.™

No. 7460-0 Marauder td™

Length: 60" A.M.O.

Draw weights at 28": 40 to 55 lbs.

Draw limit: Unlimited.

String (brace) height: 8" to 9".

Handle: Hand finished Marblewood & Shedu.

Pistol grip. Rigid Lock® aluminum alloy knuckles.

Arrow rest: Mohair quiet carpet.

Sight Window: Center shot.
Length: 5½".

Limbs: "Hyper-Kinetic" full working recurve. Black Gordon Bo-Tuff fiberglass with reinforced tips.

Carrying case: Black vinyl with heavy-duty zipper and soft, protective lining. Inside pocket for string and accessories.

String: Serv-Weld custom Dacron.™ pre-stretched and pre-waxed.

Shipping weight: 7 lbs. 10 oz.

Specify draw weight and right or left hand.

Note: The Marauder™ is also available in 60 and 65 lb. weights. Allow additional time for delivery of bows over 55 lbs.

silencer td™



**The totally new take-down
designed to take trophies in stride**

There's more to owning a Pearson Silencer than the thrill of taking the trophy. The first reward is purely aesthetic — the sheer beauty of its classical lines and black, Marblewood handle section. The confirming of expectation begins at the moment of first draw, with the feel of unrestricted smoothness, and continues through the sudden explosion of energy on release. All the promise of the Silencer's™ innovative "Hyper-Kinetic" limb design is fulfilled in its awesome speed, flat-cast accuracy and incomparable silence. Ben Pearson's patented "Rigid Lock"™ take-down further sweetens the experience, with trouble-free performance and easy-carry convenience.

Starting with the Pearson Silencer™, the take-down takes on a whole new set of values: pride, beauty and performance at a most appealing price.

No. 7158-0 Silencer td™

Length: 58" A.M.O.

Draw weights at 28":
40 to 55 lbs.

Draw limit: Unlimited.

String (brace) height: 7½" to 8½".

Handle: Hand finished Marblewood.

Pistol grip. Rigid Lock® aluminum
alloy knuckles.

Arrow rest: Mohair quiet carpet.

Sight window: Center shot. Length:
5½".

Limbs: "Hyper-Kinetic" full working
recurve. Black Pearsonite fiberglass
with reinforced tips.

Carrying case: Black vinyl with heavy-
duty zipper and soft, protective lining.
Inside pocket for string and accessories.

String: Serv-Weld custom Dacron®, pre-
stretched and pre-waxed.

Shipping weight: 6 lbs. 10 oz.

Specify draw weight and right or left hand.

*Note: The Silencer™ is also available in 60 and
65 lb. weights. Allow additional time for delivery
of bows over 55 lbs.*



renegade™

➤ **All the hustle and muscle
you need to bag the big ones**

The forward flowing handle section and "Hyper-Kinetic" limb design give this new 60" bow a distinctively aggressive look. Ready to take on anything you're man enough to go after. The Renegade™ answers every demand for great striking power and consistent, torque-free shooting. Carefully hand crafted, the black Marblewood riser flows into long, clean micro-tapered limbs, whose deflex reflex and recurve provide silent acceleration. Like each of Ben Pearson's six new hunting bows, the Renegade™ is available in either right or left hand models.

No. 7260-0 Renegade™

Length: 60" A.M.O.

Draw weights at 28":
40 to 55 lbs.

Draw limit: Unlimited.

String (brace) height:
8¾" to 9¼".

Handle: Hand finished
Marblewood.

Pistol grip.

Arrow rest: Mohair quiet
carpet.

Sight window: Center shot.
Length: 5½".

Limbs: "Hyper-Kinetic" full
working recurve. Black
Pearsonite fiberglass
with reinforced tips.

String: Serv-Weld custom
Dacron®, pre-stretched and
pre-waxed.

Shipping weight: 4 lbs. 12 oz.

*Specify draw weight and right or
left hand.*



rogue™

**Buck-quick and cat-quiet,
this rascal's ready to hunt**

Speed and silence are the keys to successful hunting. Draw on the Rogue™ for both. Nock your favorite broadhead. Anchor, and release. "Hyper-Kinetic" Action triggers a uniform thrust of three-stage penetrating power, and the broadhead silently sizzles to its target in a flat, unwavering trajectory. This 58" performer does all the things you expect of a reliable hunting bow. It casts heavy hunting arrows with tremendous speed and consistent accuracy, answering the most defiant challenges of the game and the terrain.

33.90

No. 7058-0 Rogue™

Length: 58" A.M.O.

Draw weights at 28":
40 to 55 lbs.

Draw limit: Unlimited.

String (brace) height:
7½" to 8".

Handle: Hand finished
Marblewood and select
hardwoods.

Pistol grip.

Arrow rest: Mohair quiet
carpet.

Sight window: Center shot.
Length: 4¾".

Limbs: "Hyper-Kinetic" full
working recurve. Black
Pearsonite fiberglass with
reinforced tips.


String: Serv-Weld custom
Dacron®, pre-stretched and
pre-waxed.

Shipping weight: 4 lbs. 8 oz.

*Specify draw weight and right or
left hand.*



spoiler™

 Sweet, smooth and sassy

The ruggedly handsome appearance of this new 52" bow tells you it definitely belongs to the famed Pearson "hunting clan". Like each of the bows in the '74 Ben Pearson line, the Spoiler™ sports an unmistakable family resemblance, starting with the tough, Marblewood handle. Its duo-stressed limbs are designed for extra lateral stability. "Hyper-Kinetic" action provides the power to drive a broadhead the maximum distance in the shortest period of time. The Spoiler's™ popular 52" length makes for easy handling under the most challenging hunting conditions. It's the bow that's spoiling for the toughest tests you can raise. Our pro staff rates it, "as game" as they come.

No. 7152-0 Spoiler™

Length: 52" A.M.O.

Draw weights at 28":
40 to 55 lbs.

Draw limit: Unlimited.

String (brace) height:
7" to 8½".

Handle: Hand finished
Marblewood.

Pistol grip.

Arrow rest: Mohair quiet
carpet.

Sight window: Center
shot. Length: 4½".

Limbs: "Hyper-Kinetic" full
working recurve. Black
Pearsonite fiberglass with rein-
forced tips.

String: Serv-Weld custom Dacron®,
pre-stretched and pre-waxed.

Shipping weight: 3 lbs. 8 oz.

*Specify draw weight and right or
left hand.*



equalizer™

**The odds on favorite
in any close situation**

A beauty in the bush. Master-bowyer George Birnie took the principles of the reflexed tension and compression required to achieve the great acceleration of a tournament bow, and compacted them into 48 inches of hunting dynamite. He added to this explosive penetrating power the advantages of '74 Pearsons' positive-control grip, and wider, laterally stabilized "Hyper-Kinetic" limbs. The result is a bow of great maneuverability, with a flat, accurate cast that puts heavy hunting arrows right on the money. Regardless of the game, you've got the Equalizer™ — the archer's best bet for heavy brush and tree stand hunting.

No. 7148-0 Equalizer™

Length: 48" A.M.O.

Draw weights at 28":
40 to 55 lbs.

Draw limit: 31"

String (brace) height:
7½" to 9"

Handle: Hand finished
Marblewood.

Pistol grip.

Arrow rest: Mohair quiet carpet.

Sight window: Center shot.

Length: 4"

Limbs: "Hyper-Kinetic" full working
recurve. Black Pearsonite fiber-
glass with reinforced tips.

String: Serv-Weld custom Dacron™,
pre-stretched and pre-waxed.

Shipping weight: 3 lbs.

Specify draw weight and right or left hand.

centurion™-69"

A superb new bow for the serious tournament archer

Hugh Shaw, one of the P.A.A.'s leading money winners, calls this 69" bow "possibly the finest ever to be introduced to the world of tournament archery". A deflex, reflex recurve, the notable visible feature of its "Hyper-Kinetic" limb design is the near flat reflex section which functions as a coordinator between working limb and working recurve. Their precise synchronization eliminates the "sensitivity" common to bows with high efficiency ratings.

This "Hyper-Kinetic" Action also contributes to the arrow's extremely high speed and resulting flat trajectory. At the moment the arrow leaves the Centurion™, the tight recurve, working in synchronization with the flat reflex section, tightens the bow string with equal and simultaneous action from each nock. This action virtually eliminates vibration and jar, and also affords silent performance.

The handle riser section is hand sculptured from laminated Marblewood and Shedua. The sight window in the Centurion™, by an exclusive Pearson design, has been moved a full $\frac{3}{8}$ " past center. The arrow is thus positioned in the absolute center of the bow, for a perfectly true alignment. The Centurion™ is tapped for a stabilizer and is equipped with the finest, adjustable "panic button". It can be tuned to total perfection.

No. 7169-0 Centurion™ 69"

Length: 69" A.M.O.

Draw weights at 28": 30 to 45 lbs.

Draw limit: Unlimited.

String (brace) height: $7\frac{1}{2}$ " to $8\frac{1}{2}$ ".

Arrow rest: Flip rest.

Arrow plate: Berger button.

Handle: Hand finished Marblewood and Shedua. Tapped for stabilizer.

Sight window: $\frac{3}{8}$ " past center.
Length: 8".

Limbs: "Hyper-Kinetic" full working recurve. White Gordon Bo-Tuff fiberglass with reinforced tips.

Carrying case: Double padded vinyl with soft flannel lining. Inside sight pocket.

String: Serv-Weld custom Dacron®, pre-stretched and pre-waxed.

Shipping weight: 6 lbs. 9 oz.

Specify draw weight and right or left hand.

centurion™-64"

Our finest tournament bow specifically engineered for Jr. Olympic shooters, young archers, and women competitors, in a 64" length.

This Centurion™ features the identical design and shooting characteristics of its 69" counterpart, but has been specially engineered to achieve an optimum efficiency performance at a draw length of 24" to 27". A custom quality bow for the ever increasing numbers of women and younger archers.

No. 7164-0 Centurion™ 64"

Length: 64" A.M.O.

Draw weights at 28": 25 to 40 lbs.

Draw limit: Unlimited.

Maximum efficiency draw lengths: 24" to 27".

String (brace) height: $7\frac{1}{2}$ " to 8".

Arrow rest: Flip rest.

Arrow plate: Berger button.

Handle: Hand finished Marblewood and Shedua. Tapped for stabilizer.

Sight window: $\frac{3}{8}$ " past center.
Length: $7\frac{1}{2}$ ".

Limbs: "Hyper-Kinetic" full working recurve. White Gordon Bo-Tuff fiberglass with reinforced tips.

Carrying case: Double padded vinyl with soft flannel lining. Inside sight pocket.

String: Serv-Weld custom Dacron®, pre-stretched and pre-waxed.

Shipping weight: 6 lbs. 2 oz.

Specify draw weight and right or left hand.



eliminator™

**When winning is what counts,
count on this fine competitor**

All of the elements necessary to get consistently into the gold, are designed into this new 66" Ben Pearson tournament bow. Its pronounced deflex, reflex recurve creates a smooth, no-stack draw. The competitive archer will feel only the effortless build of sheer energy as he pulls the bowstring to anchor. The forte' of the Eliminator™ is its silent speed, yet this model also provides the exceptional stability and balance demanded in a thoroughbred tournament bow. The handle riser section is carved from Marblewood and Shedua and is tapped for 2 stabilizers. Limbs are white Bo-Tuff fiberglass with reinforced tips. Comes equipped with 2-6", 3 oz. stabilizers.

No. 7266-0 Eliminator™

Length: 66" A.M.O.

Draw weights at 28":
30 to 45 lbs.

Draw limit: Unlimited.

String (brace) height:
7¼" to 8".

Handle: Hand finished
Marblewood and Shedua.
Tapped for, and equipped
with, 2-6", 3 oz. stabilizers.

Arrow rest: Para Rest.

Sight window: Center
shot. Length: 7".

Limbs: "Hyper-Kinetic" full
working recurve, White
Gordon Bo-Tuff fiberglass
with reinforced tips.

String: Serv-Weld custom
Dacron®, pre-stretched and
pre-waxed.

Shipping weight: 5 lbs. 4 oz.
Specify draw weight and right
or left hand.

"sportster" laminated bows & sets

Tops in value,
performance
and popularity

No. 7052-0 Mach One™

Length: 52" A.M.O.

Draw weights at 28":
40 to 55 lbs.

Draw limit: Unlimited.

String (brace) height:
8½" to 9½"

Handle: Hand finished
Marblewood. Pistol grip.

Arrow Rest: Mohair quiet
carpet.

Sight window: Center shot.
Length: 4"

Limbs: Full working recurve.
Black Pearsonite fiberglass.

String: Serv-Weld custom
Dacron®, pre-stretched and
prewaxed.

Shipping weight: 3 lbs. 4 oz.
Specify draw weight.

mach one™

In design, in quality, in performance, this new 52" laminated "sportster" streaks away from the pack. Its markings are distinctive; jet black and crimson Marblewood riser, polished black Pearsonite fiberglass limbs. Its draw is even and non-stacking, its thrust smoothly savage and accurate. Tough, lean and lightweight, it's built for speed and maneuverability. For extra value in an economy class hunting bow, the Pearson Mach One™ leads the field.

For right hand shooters only, in draw weights of 40, 45, 50 and 55 lbs.

cougar™

Many of the high performance features of our finest Ben Pearson bows are built into the Cougar™, to offer the archer an efficient and effective bow in the lower price range. Its 62" length provides the flexibility of both target and hunting use.

all-american™

This new 64" laminated bow is an excellent choice for the advanced archery student, or for the individual looking for exceptional value at a very economical price. In bow weights from 20 to 40 lbs., the All-American's™ extra length helps provide the consistent performance required in target shooting. Available in left and right hand models.

bronco™

Designed like dad's, this 48" laminated bow is the perfect gift for young archers. Good looking and smooth shooting, it gives youngsters the feel of fine equipment, helps develop good shooting habits. Available in right or left hand models.

New Ben Pearson "Chroma Code" set packaging.

Ben Pearson archery sets are designed to meet the requirements of every age group and archery interest. Each 1974 set is packaged by our exclusive "Chroma Code" method.

"Chroma Code" packaging insures instant recognition of the set as a genuine Ben Pearson and classifies it as either a target or hunting set. Orange packaging means it's a target set. Green packaging means it's for hunting.

No. 7050-0 Cougar™

Length: 62" A.M.O. Draw weights at 28": 30 to 55 lbs. Draw limit: Unlimited.
String (brace) height: 7¼" to 8". String: Serv-Weld custom Dacron,* pre-stretched and pre-waxed. Handle: Select hardwood. Semi-pistol grip.
Limbs: Full working recurve. Black Pearsonite fiberglass.
Sight window: Center shot. Length: 6½". Arrow rest: Mohair quiet carpet.
Shipping weight: 2 lbs. 8 oz. *Specify draw weight and right or left hand.*

No. 7590-3 Cougar™ Hunting Set

A complete hunting set for right handed men, women and mature teens. Gift packaging is Chroma Code Green. The set contains:
No. 7050 62" Cougar™ bow, in 40 to 50 lb. draw weight, for right hand shooters. 4-29" cedar hunting arrows, color and band crest.
Bow quiver. Skeleton armguard.
Leather tab. 16" leopard face.
The Ben Pearson booklet, "Secrets of Successful Bowhunting".
Shipping weight: 6 lbs.



No. 7064-0 All-American™

Length: 64" A.M.O. Draw weights at 28": 20 to 40 lbs. Draw limit: Unlimited.
String (brace) height: 7½" to 8". String: Serv-Weld custom Dacron,* pre-stretched and pre-waxed. Handle: Select hardwood.
Arrow rest: Mohair quiet carpet. Sight window: Center shot. Length: 5".
Limbs: Full working recurve. White Pearsonite fiberglass.
Shipping weight: 2 lbs. *Specify draw weight and right or left hand.*

No. 7575-3 All-American™ Target Set

Recommended for students, schools, camps and youth groups, this is the complete target set for right hand shooters. Gift packaging is Chroma Code Orange. The set contains:
No. 7064 64" All-American™ bow, in 25, 30 & 35 lb. draw weights, for right hand shooters.
6-28" cedar target arrows, clear-dipped with color crest. Armguard.
Leather shooting tab. Belt quiver.
4-color, 16" target face.
"How To Shoot" booklet.
Shipping weight: 6 lbs.



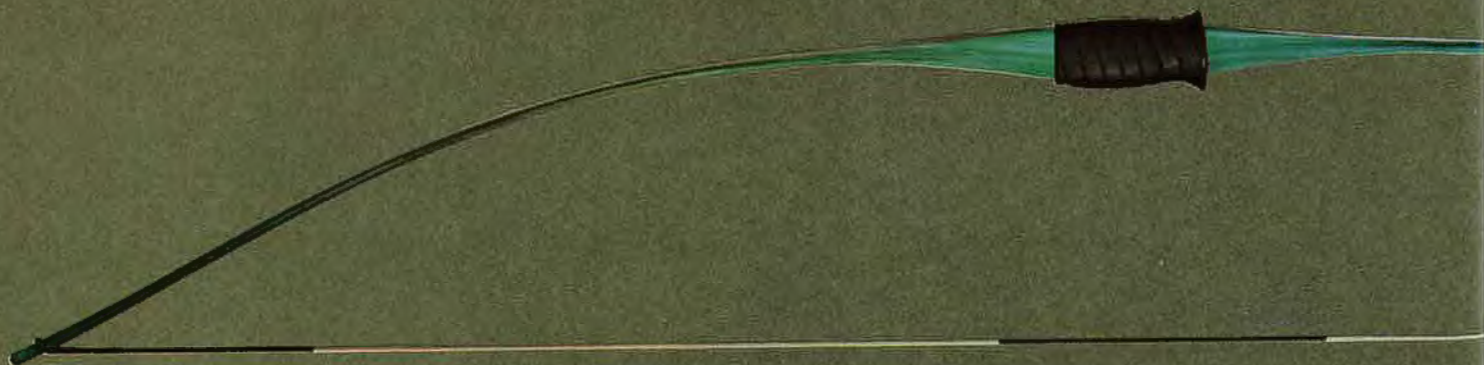
No. 7010-0 Bronco™

Length: 48" A.M.O. Draw weights at 26": 25 to 35 lbs.
Draw limit: 27". String (brace) height: 6¼" to 7".
String: Serv-Weld custom Dacron,* pre-stretched and pre-waxed.
Handle: Select hardwood. Semi-pistol grip.
Sight window: Center shot. Length: 4".
Limbs: Recurve. Pearsonite fiberglass with reinforced tips.
Shipping weight: 1½ lbs.
Specify draw weight and right or left hand.



fiberglass bows & sets

The industry's standards of excellence



No. 3360-0 Hunting Bow

Big bow power concentrated in a 52" bow. Short enough for easy handling in close cover, with all the power and accuracy needed to take big game. One piece, solid fiberglass construction is impervious to weather and rough use. Has molded, textured non-slip handle. Shoots right or left handed. Camo green color.

Length: 52".

Draw weights at 28": 40 to 50 lbs.

String (brace) height: 7½" to 8½".

Handle: Injection-molded heavy-duty vinyl, sculptured design for natural hand fit. Non-slip textured.

Limbs: Full working recurve.

String: Serv-Weld custom Dacron® pre-stretched and pre-waxed.

Shipping weight: 3 lbs.

Specify draw weight.

900

No. 3800-3 Wolverine™ Hunting Set

A complete set for the beginning bowhunter. Attractively and securely gift packaged. Chroma Code: Green. Specify draw weight when ordering. Set includes:

No. 3360 52" fiberglass bow with custom Dacron® string.

4-29" cedar hunting arrows, color and band crest.

Bow quiver. Skeleton armguard.

Leather shooting tab. 16" leopard target face.

Ben Pearson's booklet, "Secrets of Successful Bowhunting".

Shipping weight: 5 lbs. 12 oz.

900

14.46

No. 3350-0 Hunting & Field Bow

For bagging game or backyard fun, this sleek 60" bow gives you great dual performance. Shoots right or left handed. Has arrow rests on both sides. Molded, textured non-slip handle. Draw weights at 28" range from 25 to 50 lbs.

Shipping weight: 1 lb. 4 oz.

Specify draw weight when ordering.

720

7.20

No. 3810-3 Barracuda™ Hunting Set

Gets you off to a good start, with all the essential equipment required for enjoyable bowhunting. Chroma Code Green gift packaging. Set includes:

No. 3350 60" fiberglass bow in 40 to 50 lb. draw weights with custom Dacron® string.

4-29" cedar hunting arrows, color and band crest.

Bow quiver. Vinyl armguard.

Leather shooting tab. 16" leopard target face.

Ben Pearson's booklet, "Secrets of Successful Bowhunting".

Shipping weight: 4 lbs.

1170

No. 3820-3 Big Ben™ Target Set

The family fun set. For right or left handed archers, in a wide range of draw weights. Chroma Code Orange gift packaging. Set includes:

No. 3350 60" fiberglass bow, in draw weights of 25 to 40 lbs.

6-28" target arrows, clear dipped with color crests.

Vinyl belt quiver. Vinyl armguard.

Leather shooting tab. 16", 4-color target face.

"How To Shoot" booklet.

Shipping weight: 3 lbs. 3 oz.

935

No. 3340-0 Camp And School Bow

A rugged, straight limb bow that handles easily on the range. 60" in length. Available in 20, 25, 30 and 35 lb. draw weights at 28". Has molded, textured non-slip handle. For either right or left handed archers. Shipping weight: 1 lb. 4 oz. Specify draw weight when ordering.

5.97

597

No. 3330-0 Intermediate Bow

4.87

A 54", semi-recurve bow with sight window and molded, textured non-slip handle. Specifically for the right handed target or recreation shooter. This bow has a draw weight of approximately 25 lbs. at 26". Shipping weight: 1 lb.

No. 3830-3 Buckaneer™ Hunting Set

8.85

Ben Pearson's most economically priced complete hunting set. Equips the archer with all necessary hunting tackle. Gift packaging is Chroma Code Green. Set includes:
54" fiberglass bow in 45 lb. draw weight
4 cedar hunting arrows
Bow quiver. Vinyl armguard.
Leather shooting tab. 16" leopard target face.
Ben Pearson's booklet, "Secrets of Successful Bowhunting".
Shipping weight: 2 lbs. 12 oz.

No. 3840-3 Li'l Ben 25™ Target Set

6.32

An intermediate target set for right handed shooters. Gift packaged in Chroma Code Orange. Not a toy. Set includes:
No. 3330 - 54" fiberglass bow, draw weight approximately 25 lbs. at 26".
4-26" target arrows, color with spray crest.
Vinyl belt quiver. Vinyl armguard.
Leather shooting tab. 16", 4-color target face.
"How To Shoot" booklet.
Shipping weight: 2 lbs. 8 oz.

No. 3320-0 Junior Bow

4.06

A lightweight, 54" bow for beginning archers who want a little extra length. Has a molded, textured non-slip handle. Shoots right or left handed. Draw weight is approximately 20 lbs. at 24". Shipping weight: 8 oz.

No. 3850-3 Li'l Ben 20™ Target Set

4.84

A complete junior target set. Bow accommodates either right or left handed shooters. Not a toy. Gift packaging is Chroma Code Orange. Set includes:
No. 3320 - 54" fiberglass bow. Draw weight approximately 20 lbs. at 24".
4-24" cedar target arrows. Color with spray crest.
Soft vinyl aide quiver. Vinyl armguard.
Vinyl shooting tab. 16", 4-color target face.
Shooting instruction card.
Shipping weight: 2 lbs.

No. 3300-0 Beginner's Bow

4.87

For the beginner. Shoots either left or right handed. Has molded, textured non-slip handle. Bow length is 48". Draw weight is approximately 15 lbs. at 22". Shipping weight: 7½ oz.

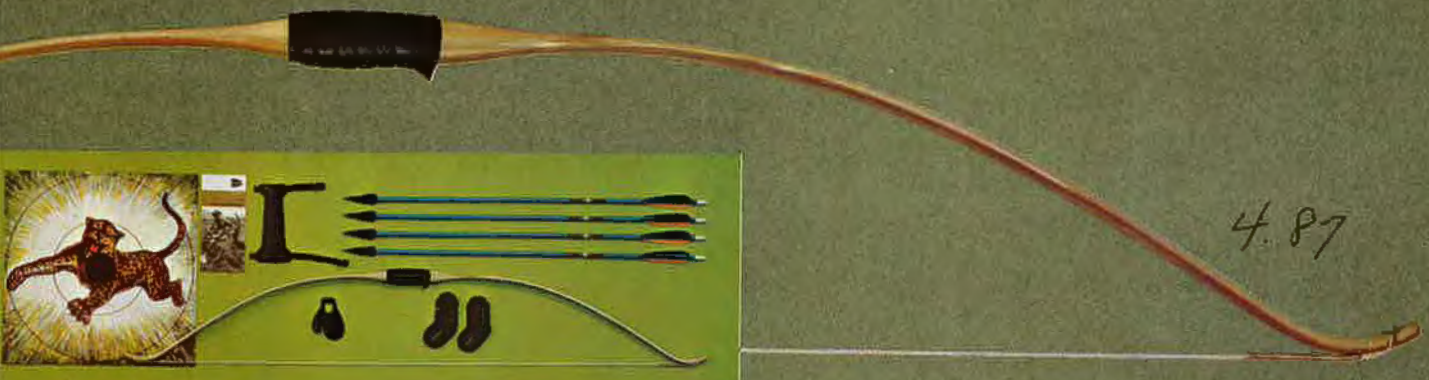
2.75 BOW
3.51 SET

No. 3860-3 Li'l Ben 15™ Target Set

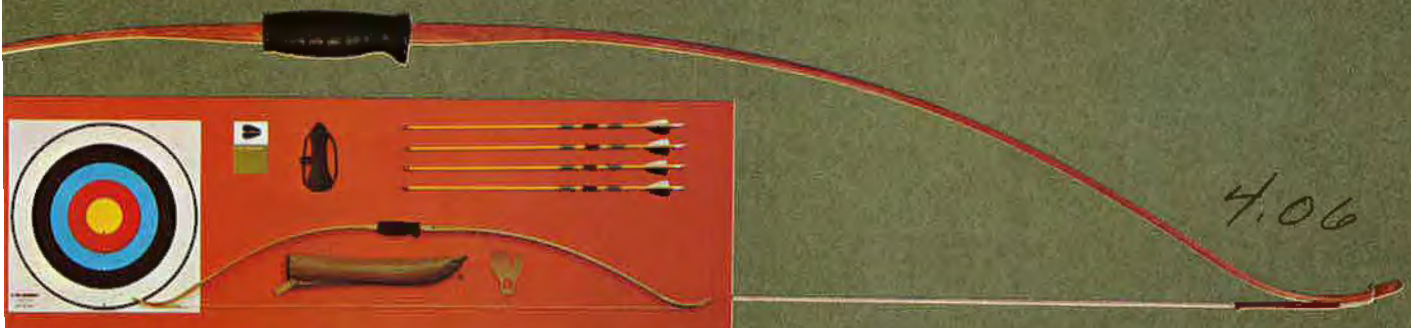
3.51

The ideal starter set. Bow shoots either left or right handed. Not a toy. Gift packaged in Chroma Code Orange. Set includes:
No. 3300 - 48" fiberglass bow. Draw weight approximately 15 lbs. at 22".
3-22" target arrows. Color with spray crest.
Vinyl tab. 16", 4-color target face.
Shooting instruction card.
Shipping weight: 1 lb. 12 oz.

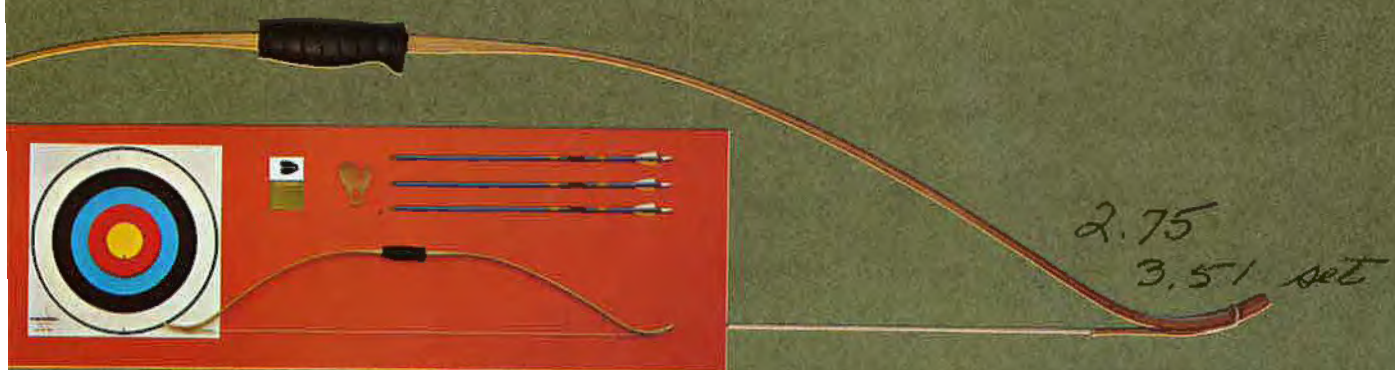
H.



4.87



4.06



2.75
3.51 set



"In the final analysis, the broadhead is the bowhunter's most important piece of equipment. For this reason, over the many years that I have worked on archery equipment, I have devoted more of my time to broadhead development than to any other single item. The new Pearson Switchblade™ is a result of these years of research, invention, experimentation and field testing. The Switchblade™ is a tough, efficient piece of equipment. You can count on it up front — where it really counts."

Jim Dougherty

Introducing the all new pearson "switchblade"™ and "switch-on"™ system.

A superlative new broadhead and the only arrow-saving interchangeable point system that lets you . . .

- switch from 4-blade to 2-blade broadhead
- switch from broadhead . . . to blunt . . . to field point
- switch from aluminum . . . to fiberglass . . . to wooden shafts
- switch broadhead colors to match your hunting cover, improve vertical alignment, co-ordinate with arrow shafts, crests and fletchings

The Pearson Switchblade™ — Performance Plus

This precision-engineered 4-blade broadhead meets every performance standard of a truly outstanding hunting head. In addition, it offers you extra benefits unavailable in any other blade.

Aerodynamically superior, the new Pearson Switchblade™ shoots with the ballistic efficiency of a target arrow. It is silent and stable in flight, compression-resistant on impact, and provides maximum cutting action.

A unique and highly significant feature of the Switchblade's™ advanced design is the maximized exposure of all four of its cutting blades, both primary and auxiliary. In comparison, **the Switchblade's™ auxiliary blades alone provide 30% more cutting surface than the previous best selling broadhead on the market.**

The primary blade, of spring tempered carbon steel, is exceptional in hardness and strength. It can be honed to acute sharpness, holds a fine edge, and can be resharpened in the field if necessary. This primary blade is welded to a steel ferrule whose design provides solid strength and allows unrestricted penetration.

Compare it with the previous best seller and you will note that the **Switchblade™ ferrule is positioned behind the cutting blades and cannot interfere with penetration**, whereas in the competitive broadhead the ferrule extends to the forward portion of the primary blade where it may produce drag resistance and impede penetration.

A further improvement featured in the Switchblade™ is the positive locking of the auxiliary blades to the ferrule. The easily replaceable insert blades, of scalpel-like keenness, lock firmly to the ferrule to prohibit loosening or "pop out" on impact. The blades are locked in true alignment to prevent wind planing and noise.

So effective is the Switchblade™ design that it is like shooting two arrows at once. However, hunters preferring a 2-blade broadhead can convert the Switchblade™ in seconds by simply removing the auxiliary blades. Archers utilizing other convertible point systems will find the new Pearson Switchblade™ perfectly compatible.

Switchblade™ Specifications

Length: 2-1/2"
Width: 1-1/4"
Auxiliary Blade Width: 1-1/16"
Auxiliary Blade Angle: 50°
Ferrule: Behind blades. Does not interfere with penetration.
Steel: 1075 Spring hardened.
Weight: 130 grains.

Switch blades to match the colors of your hunting cover, improve your vertical alignment.

New Ben Pearson Switchblades™ are the only broadheads designed to match the color of your hunting cover. (Use a white blade when hunting in snowy regions, switch to a green blade to blend with spring foliage, etc.) These non-reflecting blades make your camouflage complete, and, in addition, offer a second important benefit to blade shooters and bowhunters alike.

Pearson Switchblades™ in natural "earth colors" provide a definite aid for the achieving of truer visual vertical align-

ment in those situations where bare bow techniques are employed and the broadhead is used as a sighting reference. In any hunting situation calling for fast, accurate shooting, the Switchblade™ gives you this fractional edge that may mean the difference between a hit and "coming up empty".

You may also wish to co-ordinate your Switchblades™ to the colors of your arrow crests, shafts or fletchings. The durable metalized finish protects against rust, resists scratching and scraping. Four colors: white, bronze, green, yellow.

The Pearson "Switch-On™" System lets you save on shafts by switching points.

The economical Pearson Switch-On™ system lets you reduce the number of needed shafts by allowing you to switch from broadhead to blunt to field point on the same arrow, anytime you wish. It's so easy you can switch them in the field. The system also includes the few inexpensive components for adapting from aluminum to fiberglass to cedar shafts, and is perfectly compatible with other convertible point systems. No special tools or equipment are required. To switch head or shaft types, you can quickly screw on the type of point required for the type of shooting you want to do. Pearson Switch-On™ components include:

1. A Switch-On™ Wooden Shaft Converter for converting wooden arrows to the Pearson Switch-On™ system. Consists of a durable, lightweight, 5" tapered aluminum sleeve which slips over and glues to the arrow shaft. The converter accepts all Switch-On™ points (Switchblade™ broadhead, blunt and field) as well as other convertible points of your choice.
2. A Switch-On™ Broadhead Adapter to fit Switchblade™ or other broadheads to wooden (with converter), aluminum and fiberglass (with insert) shafts. Available installed in Switchblade™ as a single unit, or may be ordered separately. High strength aluminum.
3. A Switch-On™ Insert for aluminum and fiberglass arrows, threaded to accept any convertible point. Of lightweight, high strength aluminum. Available in specific shaft sizes.
4. A Switch-On™ Blunt Point matched to Switchblade™ weight.
5. A Switch-On™ Field Point matched to Switchblade™ weight.

(To order Switch-On™ Components, see Points page 29.)



arrows

Ben Pearson hunting and field arrows are manufactured to AMO approved equipment and measuring standards.

hunting arrows

A-Mercury XX-80 Pearson-Easton Aluminum

Developed especially for the many trophy hunters who demand the finest precision arrow money can buy. Unequaled uniformity of weight and spine. Anodized green finish blends with surroundings and is non-reflecting. 5" select grade parabolic fletching, distinctively hand crested. Indx type speed nocks. XX-80 arrows are precisely matched in 5 lb. spine increments, 40 lbs. to 60 lbs., full length, 29" and 30". Available only from Ben Pearson.

No. 2620-1 (Half-Dozen) Full length. With 6 attached Switch-On™ inserts and 6 Switch-On™ broadhead adapters.

No. 2685-1 (Half-Dozen) 29" and 30". With Switchblade™ attached to Switch-On™ broadhead adapter.

B-Matched Micro-Flite Fiberglass

Our finest fiberglass hunting arrows. Precise performance whatever the weather. Will not absorb moisture, unaffected by temperature extremes. 5" select grade parabolic fletching and distinctive hand crested. Matched within 5 grains in 5 lb. spine increments for 45 to 60 lb. bows.

No. 2700-1 (Half-Dozen) Full length. With 6 unattached Switch-On™ inserts and 6 Switch-On™ broadhead adapters.

No. 2785-1 (Half-Dozen) 29" and 30". With Switchblade™ attached to Switch-On™ broadhead adapter.

C-Matched Woodsman Fiberglass

Combines the precise flight characteristics of fiberglass with complete camouflage. Olive drab shafts, 5" parabolic fletching. Matched in 5 lb. spine increments, 40 to 60 lbs., 29", 30" and 31".

No. 2795-1 (Half-Dozen) 29", 30" and 31". With Switchblade™ attached to Switch-On™ broadhead adapter. (Note: 31" length available in 45/50 and 50/55 lb. spine weights only.)

D-Deluxe Matched Cedar

Finest, hand selected Port Orford cedar shafts, painted full length, distinctive hand crested, 5" select grade parabolic fletching. Matched in spine and weight in 5 lb. spine increments for 40 to 60 lb. bows. Full length, 29" and 30" length. Indx nocks. Specify arrow length and draw weight.

No. 2160-2 (Dozen) Full length.

No. 2385-2 (Dozen) 29" and 30". With Switchblade™.

No. 2385-1 (Half-Dozen) 29" and 30". With Switchblade™.

No. 2290-2 (Dozen) 29" & 30" with Switchblade™ hunting broadheads and 6 with 125 grain tapered-hole field points. Available in 45/50 and 50/55 lb. spine weights.

No. 2275-5 (Half-Gross Display) full length. No point. In 45 to 65 lb. spine weights.

E-Deluxe Matched Cedar With Plastic Fletching

Our finest Port Orford cedar shafts with 5" parabolic plastic fletching. Fletching is waterproof and perfectly uniform. Ideal for both foul and fair weather shooting. Painted full length. Distinctively hand crested.

No. 2285-1 (Half-Dozen) 29". With Switchblade™. Available in 45/50 and 50/55 lb. spine weights.

F-Camo Cedar Hunting Arrow

Economical Port Orford cedar arrows. A good quality arrow matched for 45 to 50 lb. bows in a 30" length. 4 1/2" parabolic fletching. Painted camo green.

No. 2240-9 (4-Dozen Display) 30" length. With Arrowmate 4 blade head.

field arrows

A-Deluxe Matched Cedar

Select Port Orford cedar shafts, painted full length, distinctive brush crested, 4 1/2" parabolic fletching. Matched in spine and weight in 5 lb. spine increments for 40 to 60 lb. bows, in 28" and 29" lengths. Indx nocks.

No. 2120-2 (Dozen) 28" & 29". With 125 grain tapered-hole field points.

No. 2120-1 (Half-Dozen) 28" & 29". With 125 grain tapered-hole field points.

B-Matched Cedar

Matched Port Orford cedar shafts with hand crest, 4 1/2" parabolic fletching. Matched in spine and weight in 5 lb. spine increments for 40 to 60 lb. bows, in 28" and 29" lengths. Indx nocks.

No. 2110-2 (Dozen) 28" & 29". With non-skid parallel field points.

C-Matched Cedar Flu-Flu

New radii fletch provides high velocity at short ranges, then drops quickly for easy recovery. Ideal for bird and small game shooting. Matched in 5 lb. spine increments for 40 to 50 lb. bows. 29" length. blunt point.

No. 2225-9 (3-Dozen Display) 29" length. With small game blunt.

D-Camo Cedar

Tough, economical cedar arrows with parabolic fletching, indx nocks and 125 grain tapered-hole field points. Painted camo green. For 45 to 50 lb. bows, 29" length.

No. 2230-5 (Half-Gross Display) 29" length.

E-Economy Cedar

Popular priced arrow for bows under 40 lbs. Colorful crested with non-skid parallel field point.

No. 2100-5 (Half-Gross Display) 28" each.





A-Mercury XX-80 Pearson-Easton Aluminum



B-Matched Micro-Filte Fiberglass



C-Matched Woodsman Fiberglass



D-Deluxe Matched Cedar



E-Deluxe Matched Cedar With Plastic Fletching



F-Camo Cedar Hunting Arrow



A-Deluxe Matched Cedar



B-Matched Cedar



C-Matched Cedar Flu-Flu



D-Camo Cedar



E-Economy Cedar

target arrows



Ben Pearson target arrows are manufactured to AMO approved equipment and measuring standards.

A-Mercury XX-80 Pearson-Easton Aluminum

Finest Easton anodized aluminum shafts, developed exclusively for Ben Pearson. Satin-gold finish with $3\frac{1}{2}$ " parabolic trimmed fletching and non-slip Bjorn nocks for smooth, consistent release of arrow. Bold, distinctive brush cresting. Matched and spined in 5 lb. increments for bows 25 to 50 lbs. Specify arrow length and bow weight.

	Arrow Length	Bow Weight
No. 2605-2 (Dozen)	26" length	25 to 35 lbs.
No. 2605-1 (Half-Dozen)	28" length	30 to 50 lbs.
	29" length	35 to 50 lbs.
Full length. (Available in dozens only) 25 to 50 lbs.		

B-Pearson Swift Easton Aluminum

Easton aluminum tournament shafts, specially processed to Ben Pearson specifications. Matched within 5 grains. Distinctive brush cresting, parabolic fletching, Indx nocks. Specify arrow length and bow weight.

	Arrow Length	Bow Weight
No. 2600-2 (Dozen)	26" length	25 to 35 lbs.
	28" length	30 to 50 lbs.
	29" length	35 to 50 lbs.

C-Matched Micro-Flite Fiberglass

Virtually indestructible Micro-Flite shafts will not bend, dent, or warp. Always straight. Fitted with popular Bjorn nocks to provide the ultimate in precise performance. Distinctively hand crested, $3\frac{1}{2}$ " select grade parabolic fletching. Matched within 5 grains. Specify arrow length and bow weight.

	Arrow Length	Bow Weight
No. 2740-2 (Dozen)	26" length	25 to 35 lbs.
	28" length	30 to 50 lbs.
	29" length	35 to 50 lbs.

D-Deluxe Port Orford Matched Cedar

The finest wood target arrow. Matched and spined in 5 lb. increments for bows 25 to 50 lbs. Bright color crest, premium grade $3\frac{1}{2}$ " fletching. Indx nocks. Specify arrow length and bow weight.

	Arrow Length	Bow Weight
No. 2070-2 (Dozen)	26" length	25 to 35 lbs.
	28" length	30 to 50 lbs.
	29" length	35 to 50 lbs.

E-Select Cedar Practice Arrow

For bows under 40 lbs. Ideal for school and camp archery programs. Port Orford cedar shafts have colorful 3 band crest. Your choice of four crest colors: black and white, blue and white, orange and white, yellow and white. Nock and cock feather match crest color.

No. 2220-2 (Dozen) Specify 26", 28" or 29" length and crest color.
No. 2220-5 (Half Gross Display) Specify 26", 28" or 29" length.
Shipped 2 dozen each of 3 different colors, but can not specify colors.

F-Cedar Target Arrow

For bows under 40 lbs. Cedar shaft with colorful spray crest, parallel target point. A good choice for beginning and intermediate archers. Packed all 26", or all 28", or in standard pack of one-half 26" and one-half 28". Specify when ordering.

No. 2200-5 (Half-Gross Display) 26", 28", standard pack.



A-Mercury XX-80 Pearson-Easton Aluminum

B-Pearson Swift Easton Aluminum

C-Matched Micro-Flite Fiberglass

D-Deluxe Port Orford Matched Cedar

E-Select Cedar Practice Arrow

F-Cedar Target Arrow



Black and White Field Faces On Heavy Tag Stock

No. 9720-2 6" diameter.
Shipping weight: 13 oz. (Dozen package)
No. 9730-2 12" diameter.
Shipping weight: 14 oz. (Dozen package)
No. 9740-2 18" diameter.
Shipping weight: 15 oz. (Dozen package)
No. 9750-2 24" diameter.
Shipping weight: 1 lb. 2 oz. (Dozen package)



Blue AIAA and PAA Approved Indoor Round

No. 1463-1 20" diameter.
Shipping weight: 9 oz. (6 per package)



Standard 4-Color Target Faces On Heavy Tag

No. 9190-0
48" diameter. Shipping weight: 12 oz.
No. 9180-0
36" diameter. Shipping weight: 8 oz.
No. 9170-9 24" diameter.
Shipping weight: 9 oz. (2 per package)
No. 9210-9 16" diameter.
Shipping weight: 9 oz. (4 per package)



4-Color Skirted Heavy Tag

No. 4910-0 48" dia. Shipping weight: 1 lb.
No. 4810-0 36" dia. Shipping weight: 8 oz.
No. 4710-0 24" dia. Shipping weight: 2 oz.

4-Color Skirted Oil Cloth

No. 4135-0 48" dia. Shipping weight: 22 oz.
No. 4125-0 36" dia. Shipping weight: 12 oz.
No. 4115-0 24" dia. Shipping weight: 6 oz.



Do-It-Yourself Target

No. 9100-0 Heavy corrugated paper box with a four-color target face printed on both sides. Fill with paper or straw, tightly packed, or newspapers packed flat. Close with gummed tape. An inexpensive target for juniors and beginners using light-weight bows. Shipping weight: 1 lb. 4 oz.



Corrugated Cardboard Target

No. 9450-0 Thick layers of rugged, lightweight corrugated cardboard, in a full-sized 4-color target face. May be used satisfactorily with bows up to 40 lbs. in draw weight. Sold in multiples of 2 only. Shipping weight: 5 lbs.



Full Color Animal Target Faces

Natural, lifelike, printed on heavy stock . . . with scoring circles and aiming spots.
Packed in poly bags.

No. 9273-9
24" Deer. Shipping weight: 3 oz. (2 per package)

No. 9263-9
18" Fox. Shipping weight: 1 oz. (3 per package)

No. 9253-9
12" Bobcat. Shipping weight: 1 oz. (3 per package)

No. 9243-9
6" Squirrel. Shipping weight: 3 oz. (8 per package)

No. 9280-9

Complete set of 24 animal target faces.
Shipping weight: 1 lb.



Deluxe Metal Stand

No. 4380-0 A sturdy tripod with adjustable brackets for large or small targets. Mat locks hold target securely in place, even when moving. Rubber tips on legs permit use on indoor floors. Shipping weight: 2 lbs.



Standard Metal Stand

No. 4390-0 Compact, easy to use. Adjustable to non-skid angles to reduce loss of arrow. Treated to prevent rusting. Has chain and clip. For 24" and 36" targets. Folded length is 32". Shipping weight: 1 lb. 10 oz.



Target Face Pin

Holds face flat and firmly in the proper position. Prevents loss and damage. Essential to up-date target and field courses.

No. 4530-9

Card of 4 pins. Shipping weight: 2 oz.



Target Display Assortment

Sturdy, convenient corrugated display rack is free with total assortment order. Shipping weight: 17 lbs.

No. 9290-9

24", 4-color faces. (12 packages of 2)
16", 4-color faces. (8 packages of 4)
24", Deer faces. (12 packages of 2)
12", Bobcat faces. (10 packages of 3)
18", Fox faces. (10 packages of 3)
6", Squirrel faces. (8 packages of 8)

armguards, tabs & gloves



For men, women and young archers



No. 8675-0 Full Length Armguard

Quality split leather, with soft suede lining and four adjustable arm straps. Protects the entire forearm and holds shirt out of way.



No. 8665-0 Vented Armguard

Long-lasting black leather, with soft suede lining. Ventilated for hot weather comfort. Three spring steel stays. Adjustable elastic straps.



No. 8660-0 Hunting Armguard

Heavy-duty with adjustable arm straps. Concealed fiber stay. Black vinyl, lined with soft suede.



No. 8690-0 Skeleton Armguard

The ideal, all-purpose armguard. Provides maximum protection. Strong, brown vinyl, with concealed fiber center stay. Soft vinyl lining, two adjustable elastic straps.



No. 8655-0 Standard Armguard

Good protection for a moderate price. Sturdy, brown vinyl. Two adjustable elastic arm straps.

No. 8745-0 "Ouchless" Deluxe Tab

Can't bite or pinch. Finest quality, top grain leather. Provides a positive hold for individual fingers. Improves accuracy. Leather reinforced for extra strength, clean release. Specify right or left hand, S-M-L.

No. 8710-0 "Easy-On" Finger Tab

Long-wearing, top grain leather release aid gives the right combination of pliability and protection. Fits either right or left hand, S-M-L.

No. 8715-0 Standard Tab

Tough, smooth leather protection in a tab that fits either right or left handed archers. Specify S-M-L.



A. No. 8735-0 Deluxe Sharkskin Glove

Highest quality, genuine sharkskin, with top grain leather backing and adjustable wrist strap. Wrist and hand joined by tension-retaining elastic band. The glove for the archer who demands the finest. S-M-L-XL.

B. No. 8730-0 Deluxe Glove

Tough cowhide with elastic webbing. Molded tips. V-shaped cut-outs. Adjustable wrist strap. A high quality glove made for active shooters. S-M-L-XL.

C. No. 8755-0 Deluxe Half-Glove

Highest quality leather half-glove. Combines tab and glove in one unit. Top strap snaps off to afford fingers "bare hand" shooting freedom with complete protection. S-M-L.

D. No. 8765-0 Standard Half-Glove

Rugged cowhide half-glove, gives the protection of a glove, the "feel" of a tab. Doesn't restrict wrist. Provides positive finger control. S-M-L.

E. No. 8725-0 Standard Vinyl Glove

Long-lasting vinyl, with adjustable wrist strap. A one-piece model for archers of all ages. S-M-L.



Quivers

There's one for every age, every archer's needs.



No. 8320-0 Shoulder Quiver

A rugged, brown and tan, two-division quiver that carries 12 broadheads easily and safely. Of durable, scuff-resistant vinyl, with large zipper pocket for accessories. Adjustable leather shoulder and divider straps.



No. 8470-0 Junior Hunting Quiver

For arrows to 26". Has a wide throat for easy arrow removal, a heavy, leather bottom. Adjustable leather shoulder and arrow divider straps. Of durable, claret-colored vinyl, with tan, scalloped cuff.



No. 8340-0 Standard Side Quiver

Soft, expanded brown vinyl, with permanent belt loop. Holds 12 arrows. Keeps arrows convenient, but out of the way. Has a large accessory pocket, pencil holder, and a separate pocket for damaged arrows.



No. 8330-0 Deluxe Side Quiver

Tough, heavy-duty black belt leather, with two snaps to fit any belt comfortably. Holds 12 target arrows. Has large, easily accessible zippered pocket, plus pencil holder and separate pocket for damaged arrows.



No. 8350-0 Target And Field Quiver

Finest top grade vinyl. Soft and durable. Belt clip holds quiver at easy access angle. 12 arrows are at your fingertips. Has roomy accessory pocket and arrow divider strap.



No. 8780-0 Economy Quiver

Low cost, yet tough and long lasting. Carries 12 target arrows or 6 hunting arrows. Brown vinyl, with molded puncture-proof bottom.



No. 8770-0 Young Archer's Side Quiver

Carries 12 target arrows. Has handy belt loop and heavy, puncture-proof bottom. Claret colored, scuff resistant vinyl, finished with a decorative cuff.



No. 5270-0 Ground Quiver

For expert archers, clubs, schools. Upright rod of quiver is designed to avoid contact with horizontally hanging bow. Holds 12 arrows. Bow rack is removable.



No. 9025-0 New Safety Designed "Adjust-On" Bow Quiver

Custom, cushioned extra-deep shroud keeps broadheads silent and sharp, shields against accidental injury. Quick and quiet in action. Adjusts to fit any size bow. Heavy-duty, vinyl-coated fingers clasp and protect the bow limbs. Rack holds six arrows ready for your use. The bowhunter's best buy.



No. 8530-0 Hooded Silent Bow Quiver

Safety is the foremost design feature of this economy-priced slip-on bow quiver. It's lightweight, fits on any bow. Heavy-duty, brown leather hood with cushioned lining, protects broadheads and the hunter. Holds 5 arrows. No tape, clamps or screws necessary.



No. 8520-0 Silent Bow Quiver

Soft, molded shoulders fit securely over bow limbs. Can't scratch bow or arrows. Slots hold five arrows ready for action. No tape, clamps or screws necessary.



No. 8525-0 Deluxe Kwiikee Kwiver®

Light, durable, space-saving quiver. Clamps on any bow. Grips arrows firmly, yet allows easy removal. Holds 4 arrows of any standard size. Ready for instant use.

cases

Ben Pearson bow cases for every bow — every budget

A. No. 1530-0 Pearson Custom Hard Bow Case

Professional quality. High-impact molded case. Sleek and sturdy, with durable patterned vinyl cover. Lined bow compartment is fully padded to protect bow handle. Separate foam-cushioned compartment holds up to 2 dozen arrows. Additional, snap-lock, divided compartment for accessories. 70" x 9" x 4½".

B. No. 1525-0 Tackle Box

Rugged, vinyl covered luggage-type case. Heavy construction, with polyfoam cushion blocks to protect up to 4 dozen arrows. Two separate compartments for accessories. 40¾" x 9¾" x 5".

C. No. 8500-0 Vinyl Bow Case

Durable black vinyl case with soft flannel lining, heavy-duty zipper. Popular with archers for protection of fine bows. Fits any bow up to 68".

D. No. 8510-0 Flannel Bow Case

Strong, soft flannel with vinyl top and bottom. String tie, pocket on flap for extra bow string. Accommodates bows up to 68".



bow accessories



No. 9945-0 "Super Sight" by Accra
Has hooded post with positive visibility pin. Adjustable coded sight bar for precision accuracy. Fine tuned elevation and windage controls. 7" sight bar for all shooting styles. A high-performance sight for the serious competitive archer.



No. 9925-0 Hunter Sight
Four position, multi-colored sight settings. Adjustable pins for windage and elevation. 5" sight bar. Double lock insures permanent position. Designed for rugged use. Tape or screw on. Fits all bows.



No. 9975-0 Field Sight
Hooded post for precise sighting. High visibility — no glare sight pin. Easily adjustable for windage and elevation. 5" sight bar. Tape or screw on. Fits all bows.



No. 9955-0 Target Pin Sight
Features a high visibility pin for all light conditions. Double lock insures a permanent, no-slip position. Adjustable for windage and elevation. 5" sight bar. Tape or screw on. Fits all bows.



No. 9920-0 Bow Sight
Adjustable for height and windage. Lightweight, flexible steel. Screw adjustment swivels into position. 5" sight bar. Easily attaches to bow with tape.



No. 9965-0 Adjustable Sight Extension Bar
Increases sight radius for improved accuracy. Mounts on back of bow. Adjusts from 2" to 8½". Easy to read range increments. Durable, light weight aluminum with non-glaring black oxide finish. (Sight not included.)

bow accessories



No. 1442-0 Bow Sling
Ideal for improving shooting form. Prevents over-gripping of the bow. Cowhide, with adhesive backing for quick and easy installation. No screws or tape. Adjustable. Complete with instructions.



No. 1465-0 Arrow Plate
Self-adhesive pressure plate fits and protects all bows. Use with No. 1891-0 Mohair carpet rest. Ideal for quieting hunting bows.



No. 1550-0 Arro-Guide
Perfect for the beginning archer. Holds arrow firmly in shooting position, ready to draw. Fits right or left hand bows. Self-adhesive for simple installation.



No. 1447-0 Bow Tip Protector
Soft, pliable rubber. Protects bow while stringing. Holds string in place, keeps bow tip like new. Fits all bows.



No. 5280-0 Bow Stabilizer
(3 oz., 1/2" x 24")
No. 5290-0 Bow Stabilizer
(3 oz., 1/2" x 30")
Fits 5/16" bow insert. Reduces bow torque and adds points to the archer's score. Black metal rod with chromed, adjustable weight. Allen wrench included.



No. 1550-0 Flip Rest
Ideal for either target shooting or hunting. Unaffected by weather. Facilitates smooth, quiet release. Stainless steel with self-adhesive backing. Fits all arrow shelves. Pre-drilled for cushion plunger. Specify right or left hand.



No. 1415-0 Para-Rest
Horizontal nylon brush type. Mounts in seconds on any center shot bow. Assures noiseless arrow flight, protects arrows from crest damage. For hunting or target shooting.



No. 1891-0 Mohair Carpet Rest
Genuine mohair for quiet, smooth drawing and release. Padded to insure stable arrow flight. Self-adhesive backing, fits all arrow shelves. An ideal bowhunting arrow rest. Fits right or left hand bows.



No. 1418-0 Hoyt Pro Rest
A non-interfering rest with pressure plate. Provides for positive clearing of vanes or feathers. Retaining finger prevents arrow from falling off rest. Flexible shelf prevents arrow bounces. Self-adhesive backing. Specify right or left hand.



No. 1419-0 Feather Rest
Feather shelf provides arrow cushion. Minimizes arrow whip, increases bow cast. Includes arrow plate and pressure point. Self-adhesive. Fits any bow. Specify right or left hand.



No. 1545-0 Kwik-Lok Arrow Holder
Keeps arrow in a constant "ready" position. Eliminates tired fingers, ideal for cold weather bowhunting. Releases instantly. Quiet, will not spook game. Self-adhesive backing. Fits all bows.



No. 1433-0 Klicker
Improves shooting technique. Spring clicks at full draw, eliminates "freezing" or snap shooting. Made of long-lasting spring steel mounted on leather tab.

bow strings



The preferred, proven high-performance line



Exclusive "Serv-Weld" Process Prevents Unravelling, Assures Stay-Strong Strings.

Utilizing a patented heat fusion process, the tie-off ends of the serving, at the loops and string center, are Serv-Welded to provide an effective lock against the serving's loosening.

Each strand of Dacron® custom string is pre-stretched and pre-waxed to further assure strength and durability.

For Laminated Bows

No. 6380-0 Our finest quality string. Made from Custom Dacron® with extra large double loops to assure proper fit. Available in the following bow lengths and draw weights. Specify each when ordering.

62" — 25/35 lbs. 35/45 lbs. 45/55 lbs.	64" — 25/35 lbs. 35/45 lbs. 45/55 lbs.	66" — 25/35 lbs. 35/45 lbs. 45/55 lbs.
68" — 25/35 lbs. 35/45 lbs. 45/55 lbs.	69" — 25/35 lbs. 35/45 lbs. 45/55 lbs.	70" — 25/35 lbs. 35/45 lbs. 45/55 lbs.

No. 6390-0 Camouflaged Custom Dacron® strings. Dull olive green for hunting bows 40 to 60 lbs. in 48", 52", 58", 60" and 62" lengths. Specify bow length when ordering.

48" — 40/60 lbs.	52" — 40/60 lbs.	62" — 40/60 lbs.
58" — 40/60 lbs.	60" — 40/60 lbs.	

For Fiberglass Bows

No. 6385-0 — White Dacron® string for fiberglass bows under 40 lbs. Small double loops. Available in 54" and 60" lengths.

No. 6395-0 — Camouflaged olive green, heavy-duty Dacron® string for fiberglass bows over 40 lbs. Small double loops. Available in 52", 54" and 60" lengths.

No. 6350-0 — Standard polyester string with small double loops. Dacron® served center. For fiberglass bows under 30 lbs. Specify 48", 54" or 60" length.

No. 6340-0 — A single loop, polyester string fitting all fiberglass bows not exceeding 30 lbs. in draw weight and 60" in length.

No. 6445-9 Stocking Assortment

A 36-string custom assortment, for initial stocking. Contains 12 of our No. 6380 and 24 of our No. 6390 best quality bow strings.

6380 Strings		6390 Strings	
2-64" 25/35 lbs.	1-68" 35/45 lbs.	3-48" 40/60 lbs.	
1-64" 35/45 lbs.	1-69" 25/35 lbs.	5-52" 40/60 lbs.	
2-66" 25/35 lbs.	2-69" 35/45 lbs.	7-58" 40/60 lbs.	
2-66" 35/45 lbs.	1-70" 35/45 lbs.	5-60" 40/60 lbs.	
		4-62" 40/60 lbs.	

No. 6440-9 String Rack Assortment — Rack Included With Purchase A complete 90-string assortment for all laminated and fiberglass bows. Ben Pearson self-service merchandise rack with metal header is included with your order.

18 — No. 6380 Custom Dacron®

2-64" 25/35 lbs.
1-64" 35/45 lbs.
2-66" 25/35 lbs.
2-66" 35/45 lbs.
2-68" 25/35 lbs.
2-68" 35/45 lbs.
2-69" 25/35 lbs.
2-69" 35/45 lbs.
2-70" 25/35 lbs.
1-70" 35/45 lbs.

30 — No. 6390 Camo Custom Dacron®

6-48" 40/60 lbs.
6-52" 40/60 lbs.
6-58" 40/60 lbs.
6-60" 40/60 lbs.
6-62" 40/60 lbs.

12 — No. 6385 White Dacron®

For fiberglass bows under 40 lbs. 6-54" & 6-60"

6 — No. 6395 Camo Heavy-Duty Dacron® — For fiberglass bows over 40 lbs. 2-52", 2-54", 2-60"

24 — No. 6340 Polyester Single Loop

For fiberglass bows not exceeding 30 lbs. and 60"



bow string accessories



No. 1479-9 Tox-Nox

Heat shrinks nock securely onto string. Gives archer correct nocking point instantly. Neat and efficient.



No. 1434-9 Arrow Nok-Loks

Hold arrow firmly on bow string at any tension desired. You're always prepared to shoot. Shooting hand is freed up, arrow is correctly positioned for every shot. Durable rubber. Easy to install.



No. 1485-9 Kwikkee Silencers

String "twang" is eliminated by dampening vibration. Deer will not "duck" arrow or locate hunter by sound. Soft gum rubber. Slip over each end of bowstring. Will not slow bow speed.



No. 1440-9 Bow String Silencers

Eliminate all string noise. A necessity for every bowhunter. Easily attached. Light. Will not slow bow speed.



No. 9780-9 Nocking Points

Reduce finger pinch and provide a smooth, accurate, hair-trigger release. Lightweight nylon tubes can be easily removed from worn string and used again.

No. 6650-0 Bow String Wax

New larger size. Protects string strands. Prolongs the life of the string. An archery necessity.



No. 1468-0 Action Kissor Button

Used by tournament archers. Increases accuracy of anchor and adds points to score. Installs easily on string serving. Practically indestructible.



No. 1492-0 Action Peep Sight

A rear sight, easily inserted in strands of bow string. Insert at eye level when at full draw. Increases accuracy. Improves score.



No. 9770-9 Brush Buttons

Keep twigs and brush from wedging between string and bow. Also dampen string noise. Easy to install. Soft rubber.



No. 1446-0 Bow Stringer

The proper equipment for stringing a bow safely and quickly. Eliminates the danger of personal harm and twisting of the bow's limbs. Strings any bow up to 75 lbs. in draw weight.

accessory assortments with free merchandisers



No. 6535-9

30 of the most needed archery accessories, conveniently blister packed and ready to display on Ben Pearson's attractive, deluxe metal floor merchandiser. Merchandiser FREE with assortment.

Quantity	Product No.	Product Description
6	1418-0	Hoyt Pro Rest
6	1434-9	Nok-Loks (Pair)
6	1440-9	String Silencer
6	1446-0	Bow Stringer
6	1447-0	Bow Tip Protector
6	1450-0	Camo Bow Sleeves (Pair)
6	1479-0	Tox-Nox (Pair)
6	1545-0	Kwik-Lok Arrow Holder
6	1550-0	Arro-Guide
6	1891-0	Mohair Carpet Rest
6	6650-0	Bow String Wax
6	8520-0	Silent Bow Quiver
6	9405-2	Switch-On™ Broadhead Converter For Wooden Shafts (Dozen)
6	9425-2	Switch-On™ Broadhead Adapter
6	9652-2	Indx Nock 5/16" (Dozen)
6	9663-2	Indx Nock 11/32" (Dozen)
6	9670-0	Buck Scent
6	9770-9	Brush Btuons
6	9785-9	Pearson Switchblade™ Broadhead & Broadhead Adapter (3)
6	9802-2	Parallel Target Points 5/16" (Dozen)
6	9815-2	Pearson Switchblade™ Auxiliary Blades (Dozen)
6	9820-1	Switch-On™ Field Points — 125 grains (Half-Dozen)
6	9823-2	Parallel Field Points 11/32" (Dozen)
6	9825-0	Sting-A-Ree Fish Point
6	9843-2	5° Tapered Field Points 11/32" (Dozen)
6	9870-0	Double-Barbed Fish Point
6	9885-9	Pearson Switchblade™ Broadhead (3)
6	9910-0	Fletching & Nock Cement
6	9935-0	Hot-Melt Broadhead Cement
6	9980-0	Bow Fishing Line



No. 6545-9

A 16 accessory display assortment, complete with FREE metal merchandiser and handsome header. Efficient and convenient.

Quantity	Product No.	Product Description
6	1434-9	Nok-Loks (Pair)
6	1440-9	String Silencer
6	1446-0	Bow Stringer
6	1450-0	Camo Bow Sleeves (Pair)
6	1891-0	Mohair Carpet Rest
6	6650-0	Bow String Wax
6	8520-0	Silent Bow Quiver
6	9425-2	Switch-On™ Broadhead Adapter (Dozen)
6	9652-2	Indx Nock 5/16" (Dozen)
6	9663-2	Indx Nock 11/32" (Dozen)
6	9770-9	Brush Buttons (Pair)
6	9802-2	Parallel Target Points 5/16" (Dozen)
6	9815-2	Pearson Switchblade™ Auxiliary Blades (Dozen)
6	9843-2	5° Tapered Field Points 11/32" (Dozen)
6	9870-0	Double Barbed Fish Point
6	9885-9	Pearson Switchblade™ Broadhead (3)

ben pearson laminated bow guarantee

Each Ben Pearson laminated bow is numbered and accompanied by a registration card. This card must be filled out and mailed to Ben Pearson, Box 270, Tulsa, Oklahoma 74101, WITHIN TEN (10) DAYS AFTER PURCHASE. If failure occurs in a registered bow, Ben Pearson will repair or replace it per schedule below, providing the bow does not show evidence of misuse, improper handling, or limb damage due to improper stringing.

Before returning bow, write explaining nature of the failure, include bow name, serial number, weight and date of purchase. We will mail shipping instructions and a form authorizing your shipment. We will not be responsible for unauthorized shipments.

DURATION OF OWNERSHIP	First 12 months from date of purchase	12 to 18 months from date of purchase	18 to 24 months from date of purchase
REPAIR OR REPLACEMENT CHARGES	NO CHARGE	25% of Purchase Price	50% of Purchase Price

Guarantee is transferable, provided original owner registered the bow within 10 days, as stipulated above.

ben pearson fiberglass bow guarantee

Each Ben Pearson fiberglass bow is guaranteed under the same registration, repair and replacement conditions as above, for lifetime of the bow.



LIFETIME SPORTS PRODUCTS

from Ben Pearson Archery, Doll Lures, Traveler by Zebco Camping Products and Zebco Fishing Tackle.

ben pearson professional advisory staff

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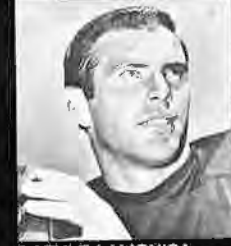
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DAN TILLBERRY
Springfield, Ohio



CAL WERDEBAUGH
Phoenix, Arizona

1974 Ben Pearson Bows

This year the Ben Pearson Switchblade broadhead came out in colors

Marauder td, 1974, No. 7460-0, 60 inches
Recurve take-down
40 to 55 lbs *Note available up to 65 lbs on special order
Brace height 8 to 9 inches
Black Gordon Bo-tuff fiberglass
Pistol grip Rigid-lock aluminum alloy knuckles handle
Hand finished Marblewood and Shedua wood in handle
5 1/2 inches sight window
Came with black vinyl carrying case
Price: \$96.00

Silencer td, 1974, No. 7158-0, 58 inches
Recurve take-down
40 to 55 lbs *Note available up to 65 lbs on special order
Brace height 7 1/2 to 8 1/3 inches
Black Gordon Bo-tuff fiberglass
Pistol grip Rigid-lock aluminum alloy knuckles handle
Hand finished Marblewood in handle
Came with black vinyl carrying case
Price: \$63.00

Renegade, 1974, No. 7260-0, 60 inches
Hyper Kinetic full working Recurve limbs
40 to 55 lbs
Brace height 8 3/4 to 9 1/4 inches
Black Pearsonite fiberglass
Pistol grip
Black Marblewood riser
5 1/2 inch sight window
Price: \$42.00

Rogue, 1974, No. 7058-0, 52 inches
Hyper Kinetic full working Recurve limbs
40 to 55 lbs
Black Pearsonite fiberglass
Pistol grip
Marblewood and select hardwoods in riser
4 1/2 inch sight window
Price: \$34.00

Spoiler, 1974, No. 7152-0, 52 inches
Duo-stressed recurve limbs
40 to 55 lbs
Brace height 7 to 8 1/2 inches
Black Pearsonite fiberglass
Pistol grip
Marblewood riser
4 1/2 inch sight window
Price: \$34.00

Equalizer, 1974, No. 7148-0, 48 inches
Hyper-Kinetic recurve limbs
40 to 55 lbs
Brace height 7 1/2 to 9 inches
Positive control grip
Marblewood riser
4 inch sight window
Price: \$32.00

Centurion , 1974, No. 7169-0, 69 inches
Full working recurve limbs
30 to 45 lbs
Brace height 7 1/2 to 8 1/2 inches
White Bo-Tuff fiberglass
Pistol grip
Marblewood and Shedua riser
8 inch sight window
Comes with Buger button and tapper for stabilizer, and padded case
Price: \$100.00

Centurion , 1974, No. 7164-0, 64 inches
Full working recurve limbs
25 to 40 lbs
Brace height 7 1/2 to 8 inches
White Bo-Tuff fiberglass
Pistol grip
Marblewood and Shedua riser
7 1/2 inch sight window
comes with Buger button and tapper for stabilizer, and padded case
Price: \$100.00

Eliminator, 1974, No. 7266-0, 66 inches
Full-working Hyper-Kinetic limbs
30 to 45 lbs
Brace height 7 1/4 to 8 inches
White Bo-Tuff fiberglass
Marblewood and Shedua riser
tapped for two stabilizers
7 inch sight window
Price: \$82.00

Mach One, 1974, No. 7052-0, 52 inches
Full working recurve limbs
40 to 55 lbs
Brace height 81/2 to 91/2 inches
Black Pearsonite fiberglass
Pistol grip
Marblewood riser
4 inch sight window
Price: \$30.00

Cougar, 1974, No. 7050-0, 62 inches
Full working recurve limbs
30 to 55 lbs
Brace height 71/4 to 8 inches
Semi-pistol grip
Black Pearsonite fiberglass
Select hardwood riser
61/2 inch sight window
Price: \$20.00

All American
1974, No. 7064, 64 inches
Full working recurve limbs
20 to 40 lbs
Brace height 71/2 to 8 inches
White Pearsonite fiberglass
Select hardwood handle
5 inch sight window
Price: \$18.00

Bronco, 1974, No. 7010-0, 48 inches
Recurve limbs
25 to 35 lbs at 26 inches
white pearsonite fiberglass
Semi-pistol grip
Select hardwood handle
4 inch sight window
Price: \$14.50