

CATALOG 56-57

A large, faded, light gray illustration of an eagle with its wings spread, positioned behind the word 'AMERICAN'.

# AMERICAN

MEMBER OF



AMADA

**ARCHERY COMPANY INC.**

2 WALKER AVENUE

CLARENDON HILLS, ILLINOIS

# AMERICAN ARCHERY COMPANY • CATALOG 56 - 57

Since archery is the fastest growing sport in America it is very difficult to make a catalog that is not obsolete in a few months time. We present this with the hope you will be able to find everything you want in the archery line. If there should be an item you want and cannot find it listed here, write us at once and we will do our best to supply you.

**CLAIMS:** All claims of shortages must be made within 5 days after you receive an order. Please write to us first if you wish to make a return. All returns must be prepaid by the sender.

## TERMS OF SALE

All initial orders should be accompanied by the name of your bank, and three current trade references. This will avoid shipping delay.

All prices are F. O. B. Clarendon Hills, Ill., (or shipping point) and are subject to change.

All open accounts are payable 30 days from date of invoice. **DISCOUNTS:**  
No discounts allowed on orders under \$10.00.

\$10.00 to \$25.00 subject to 1% — 15 days

Over \$25.00 subject to 2% — EOM 10

Discounts taken after expiration date will be charged back.



**ARCHERY COMPANY INC.**

2 WALKER AVENUE

CLARENDON HILLS, ILLINOIS

## American Guarantee of Satisfaction

If at any time any article of American archery tackle shows defective material or workmanship, return it to the factory for inspection and adjustment.

We are not responsible for breakage occurring from abuse or overdrawing of bows.



## PROMOTE ARCHERY FOR PROFITS

Archery is a year round sport. Individuals, Clubs, Recreation Groups, and Schools are all prospects at all times. In order to do intelligent buying, look at the activity chart below and order well enough in advance so that you will have the proper equipment on hand to meet the demand which is most current. The chart shows the most popular activity for various groups.

	• CLUBS	• SCHOOLS & GROUPS	• BUYING ADVICE
JAN.	• Indoor Shooting	• Indoor Shooting	• Make Spring plans
FEB.	• Indoor Shooting	• Indoor Shooting	• Order Field Equipment
MAR.	• Indoor Shooting	• Indoor Shooting	• School equipment
<hr/>			
APRIL	• Outdoor Range	• Outdoor Shooting	• Promote the club
MAY	• Field Shooting	• Outdoor Shooting	• Special orders
JUNE	• Field Shooting	• Camps	• Field equipment
JULY	• Tournaments	• City Recreation Dept.	• Hunting equipment
<hr/>			
AUG.	• Tournaments	• Scouts	• Hunting equipment
SEPT.	• Bow Hunting	• Schools — outdoors	• Christmas ordering
OCT.	• Bow Hunting	• Schools — outdoors	• Christmas ordering
NOV.	• Bow Hunting	• Schools — outdoors	• Target equipment
DEC.	• Christmas	• Christmas	• Christmas

*Sell "American Quality"* FOR GREATER SATISFACTION

**ARCHERS ATTENTION!**

*..for Greater Accuracy....*



**"American"**

**SPIRAL HELICAL FLETCHING..**

. . . Consisting of 4 perfect vanes on a true 60 degree spiral to the shaft—has improved the scores of the leading hunters, field and target archers everywhere.

**CUSTOM MADE AT NO EXTRA COST**

*Ask to see them at*

**YOUR SPORT SHOP**

address here

No. 1

**SHOOT THE BOW USED BY CHAMPIONS**



**New Composite Bows**

We invite you to try a "Cheetah" without obligation—that is our way of proving to you that here is the bow that has everything!

**COME IN AND SEE US FOR DETAILS**

We also carry a complete line of "American" archery arrows, bows, raw materials and accessories.

**YOUR SPORT SHOP**

address here

No. 2

**ARCHERY**

**PERFECT FAMILY SPORT**



**BUY "AMERICAN" QUALITY ARCHERY TACKLE**

Get into the fastest growing sport in the country. Come in and see our complete line.

Used by champion archers.

..... *SOLD BY* .....

**YOUR SPORT SHOP**

address here

No. 3



**LET'S GO**

**BOWHUNTING**

Get into the fastest growing sport in the country. Come in and see our complete line.

**"AMERICAN"**

**ARCHERY TACKLE**

**YOUR SPORT SHOP**

address here

No. 4

**PROMOTE ARCHERY FOR PROFITS**

Archery is a year round sport! Promote interest in clubs, schools, individuals and youth organizations by using the ads which we show here. All you have to do is give them to your paper and have them add the name of your sport shop at the bottom. American Archery equipment is nationally advertised in leading sports publications. Let your customers know they can obtain it at your store by frequent use of these ads, and you will benefit even more. Order mats by numbers as shown. There is no charge.

We are also anxious to assist you in every way that is reasonable with special pamphlets for the promotion of better shooting techniques, better archery equipment and instruction books. Most of these are **FREE OF CHARGE**. Be sure to use these wisely, and your archery profits will mount to new highs.

**Just Arrived!**

**"AMERICAN"**

**ARCHERY TACKLE**

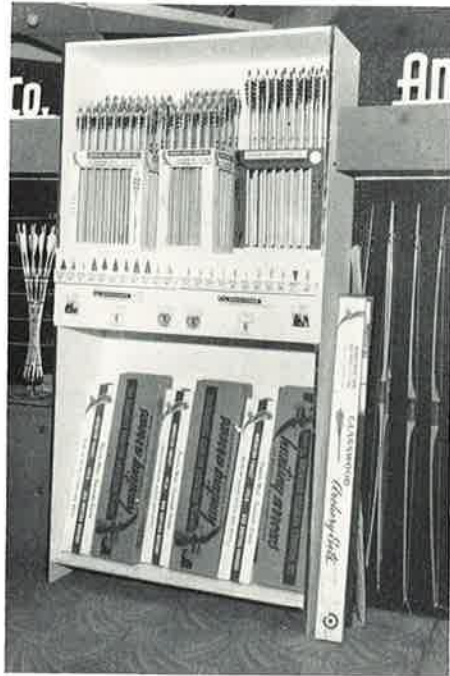


- BOWS
- ARROWS
- Accessories
- Everything for the archer

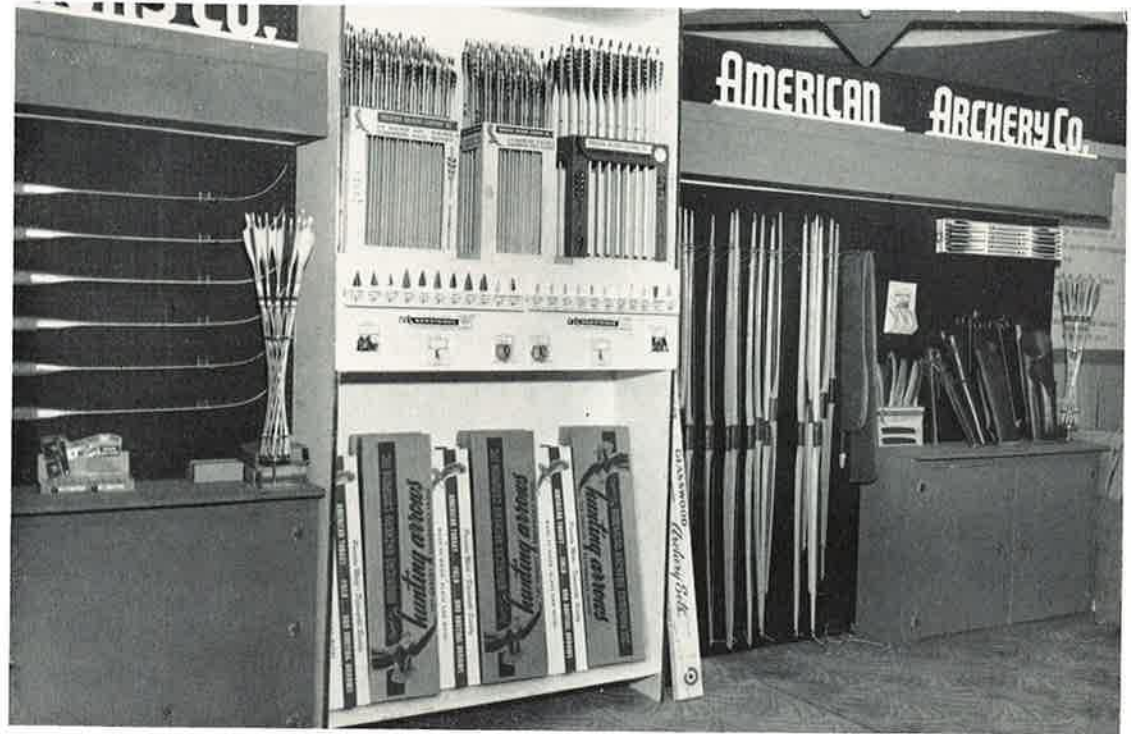
**YOUR SPORT SHOP**

address here

No. 5



A



B



C

Good display will increase your sales up to 30% according to latest figures on sales. A recent survey showed that customers admitted that they made 30% of their purchases on items they saw displayed.

## YOUR ARCHERY DEPARTMENT

A—Proper display of archery equipment will increase your sales — save space in your store — and make stock control much easier. This section will work nicely for smaller departments. It is 4 x 8 foot x 16 inches deep. The upper portion contains the bulk arrow racks, the center holds nocks, points and strings behind two doors and the bottom has the dozen boxes of higher grade arrows.

B—Here is a larger department which may be added to the one at the left or used as a separate unit. It is 12 x 8 foot with a 16" counter for storage at the base. Use peg board and hooks for display of bows, quivers, etc.

C—Here is the ideal archery department! Install this and you are ready for all types of display. You can increase or decrease the displays as the demands dictate. It is also adaptable to display of other sports items, in case your archery supply runs short.

*Faster Shooting*

*Longer Life*

## GLAS-WOOD BOWS

Here are the first three models of a fast selling economy priced glass bow line, designed to give exceptional service in a wide range for field and target use.

GB-1	JUVENILE BOW	18-24 lb.	\$4.95
GB-2	PRE-TEEN BOW	25-30 lb.	6.95
GB-3	TEEN AND ADULT BOW		9.95

This bow may be had in the following weights:

20-25 lb.	30-35 lb.
25-30 lb.	35-40 lb.

Orders accepted on the following two models will be shipped the first week in July.

GB-4	MEN'S TARGET AND FIELD MODEL	40-45 lb. or 45-50 lb.
GB-5	HUNTING MODEL	40-65 lb.

Prices to be announced later.

### BOW STRINGS FOR THE ABOVE BOWS:

HS	Hemp string for GB-1 and GB-2	\$ .40
3GB-S	Dacron double loop for GB-3	1.25
4GB-S	Dacron double loop for GB-4	1.25
5GB-S	Dacron double loop for GB-5	1.25

*Ever Popular*

## LEMONWOOD BOWS

ECONOMICALLY PRICED

Hand tillered — Beautifully finished

There is a decided trend on the part of the younger group to buy lemonwood bows. Last year we were unable to supply the unusually heavy demand for these bows. This year we are prepared to make fast delivery on all of the models described below . . .

### ADULT MODELS

Fibre backed lemonwood bow — with arrow rest — 28" draw — 28 to 42 lbs. SK-68" ----- \$12.50

Fibre backed — arrow rest — school model — 27" draw — 18 to 32 lbs. SK-66" ----- \$11.95

Top seller — linen string — new arrow rest — 28" draw — 28 to 40 lbs. AO-68" ----- \$9.50

### TEEN AGE MODELS

Deluxe model — linen string — fibre backed — 25" draw — 18 to 32 lbs. SK-64" ----- \$10.00

School model — linen string — with arrow rest — 26" draw — 18 to 30 lbs. DA-66" ----- \$8.95

Junior deluxe — linen string — fibre backed — 24" draw — 18 to 30 lbs. SK-60" ----- \$7.50

Top seller — for 8 to 12 years — 19 to 30 lbs. 25" draw. BB-64" ----- \$6.75

### JUVENILE BOWS

24" draw — 7 to 11 years — 18 to 30 lbs. BB-60" ----- \$5.95

22" draw — 5 to 8 years — approximate 18 lbs. BB-54" ----- \$3.45

18" draw — up to 6 years — approximate 15 lbs. BB-48" ----- \$2.95

SEE PAGE 13 FOR GLAS-WOOD AND LEMONWOOD ARCHERY SETS



### EXTRA WIDE TIPS

Prevent the limbs from drawing out of line when shooting



### OVERDRAW

Enables you to hold a relaxed grip on the bow when shooting



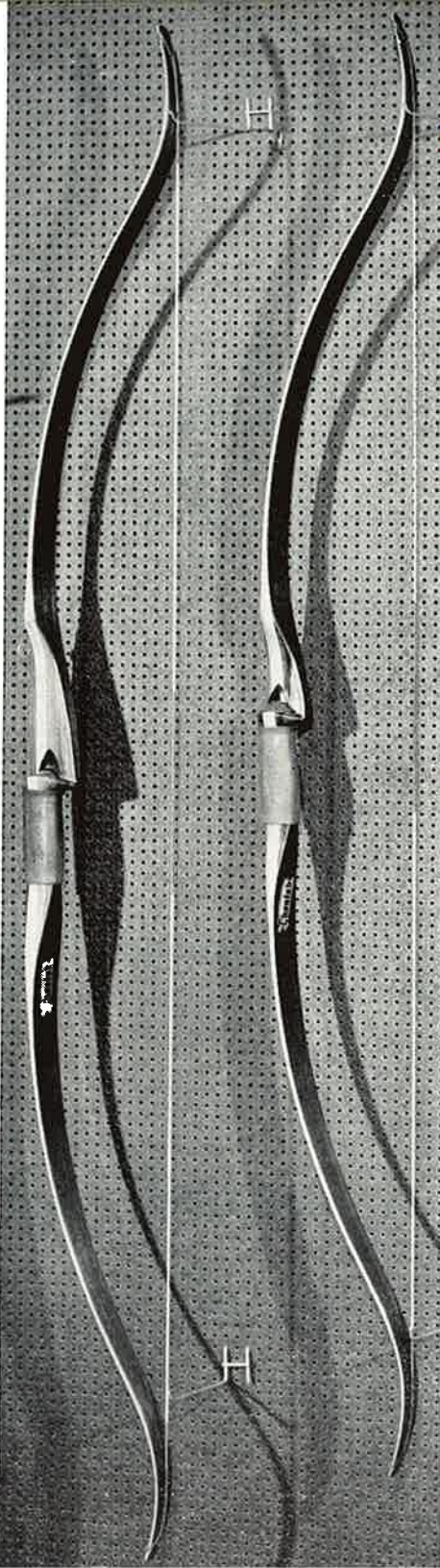
### WIDE SHELF

Keeps the arrow from falling off to the side



### LESS ARROW DRAG

Increases cast, improves your accuracy at all times



TRY THE

# Cheetah

NEW TYPE — MODIFIED WORKING RECURVE

## COMPOSITE BOW

Your search for a truly fine bow is over the day you buy a "Cheetah" bow. Hundreds of the country's leading archers are using this bow for all of their field, target and bowhunting, because they have found that the silky smooth draw, the superb cast and the added stability they gain from the outstanding design features has improved their shooting more than any other bow regardless of price. If you too want the thrill of shooting a fine bow, order one today . . .

## TWO GREAT MODELS

Both are made with meticulous care to your exact specifications for draw length and bow weight. Both limbs are "micro-tiller" for the finest balanced performance.

### HUNTER'S MODEL . . \$49.50

Pictured at the right side of both illustrations — for any drawing length up to 30".

In bow weight from 35 to 70 lb.—64" length.....CHB \$49.50  
Bows over 70 lb. (up to 80 lb.) for \$1.00 per lb. extra

### HI WINDOW MODEL \$59.50

FOR HUNTING — FIELD and TARGET

Pictured on left side in both illustrations . . .

5' 8" length - for draws to 28" - 35-50 lb.....CTB-68" \$59.50

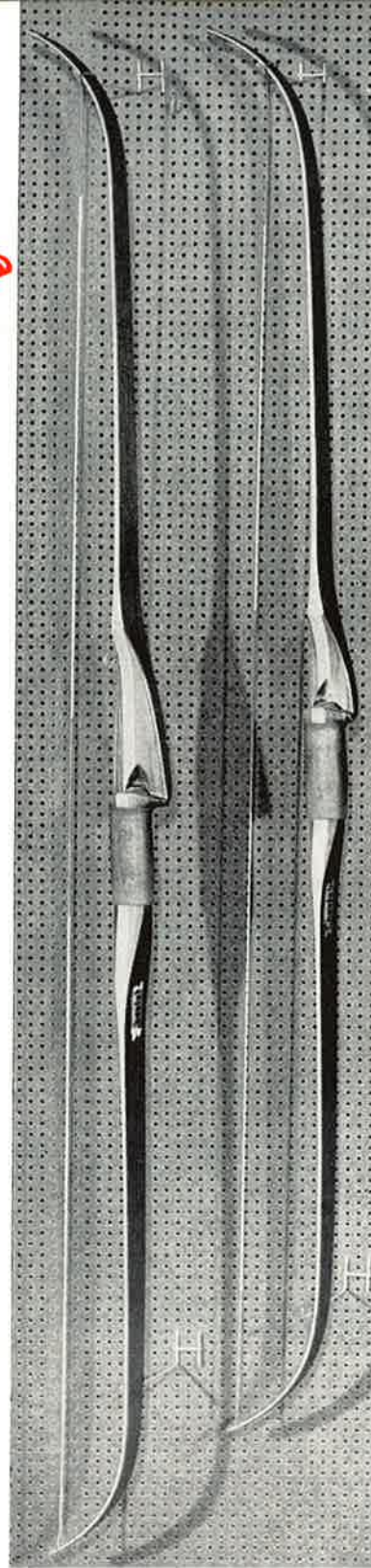
5' 10" length - for draws to 30" - 40-50 lb.....CTB-70" 59.50

5' 6" length - for draws to 26" - 25-55 lb.....CTB-66" 59.50

### Ask Your Dealer to Let You Try a "CHEETAH"

Nothing will convince you so fast as a first hand demonstration that the "Cheetah" is the bow for you.

BE SURE TO SPECIFY "LEFT HAND" if ordering a "Cheetah" for a left handed archer . . .



### FINEST GLASS AND MAPLE

1. Sub-backing
2. Glass backing
3. Glass facing
4. Sub-facing
5. Tapered maple core
6. Tapered maple core



### CORES RUN THRU CENTER OF HANDLE

To stop handle twist



### FUNCTIONAL

Handle design seats your hand properly for every shot



### "CENTER-SHOT" ON BOTH MODELS

Gives you the best possible design at no extra cost

## Ask For **FOUR FEATHER** **HELICAL FLETCHING**

On Your Hunting and Field Arrows . . . .

HERE'S HOW HELICAL FLETCHING HELPS  
TO IMPROVE YOUR SCORE . . . .



**FOUR FEATHER HELICAL FLETCHING** — on any custom grade field or hunting arrow ----- \$1.00 extra per dozen

**STABILIZING ACTION** — Full 60 degree spiral—creates a dynamic balance within the shaft itself, because of the "gyroscopic" effect of the faster turning shaft.

**IN THE WIND** — Helical fletched arrows literally "drill" their way through cross or side winds which would throw other ordinary fletched arrows far off the course.

**EASY TO SEE** — Because of the greater feather area which can be viewed from the rear, Helical fletched arrows are much easier to "follow" — at last there needs to be no more guessing where you hit, whether you are shooting field or target.

**ON THE RELEASE** — Helical fletching helps offset the effects of a poor release — the immediate straightening out of the arrow in flight, overcomes the loss of energy suffered by ordinary fletched arrows, which take much longer to straighten out.

**AT CLOSE RANGE** — Deadly accuracy at close ranges in field archery or hunting is much easier because the arrow straightens out into "true flight" immediately after leaving the bow (provided of course, that the arrows match the bow).

**TRUER FLIGHT** — Faster rotation caused by added air pressure against the Helical vanes will make even crooked and warped shafts fly much straighter than otherwise. Your Helical fletched shafts will not "plane" or wobble.



**SPECIAL 3 FEATHER HELICAL FLETCHING**

On Easton and Forgewood -----75¢ extra

# Improve Your Shooting with

## EASTON 24-SRT ALUMINUM ARROWS



Almost 100% of the nation's leading archers used this arrow in winning the major tournaments. Almost perfect in spine and weight. Sixteen stock sizes makes it possible to give a perfect match to any weight bow or length of draw.

PMA - with No. 1, 2, 3 or Hill's Tournament Heads (specify) ----- \$30.00 doz.  
PMA - with field or target fletching, insert heads (specify) ----- 27.00 doz.  
H3 - 3 feather helical fletching on above arrows, extra ----- .75 doz.

## SWEETLAND "FORGEWOOD" COMPRESSED CEDAR ARROWS — Up to 30" draw



Superior to metal or glass for penetration! Takes terrific abuse yet stays straight. Highly recommended for the serious bow hunter. Available in HUNTING-FIELD AND TARGET MODELS.

FW - with No. 1, 2, 3 or Hill's Tournament Heads (specify) ----- \$22.50 doz.  
FW - with special No. 200 Non-skid, Blunt or Target Points ----- 19.50 doz.  
FWC - Combination set with choice of No. 1, 2, 3 or Hill's Tournament Heads and 1 dozen of any No. 200 point (specify) ----- 22.75 doz.

Special design crests at no extra charge on aluminum and "Forgewood" arrows.

White or dyed white fletching, no charge on aluminum and "Forgewood" ----- .75 extra on others

## *Sell more Arrows by the dozen*

Explain to your customers how they will improve their shooting if they BUY MATCHED ARROWS — this means that every arrow has exactly the same stiffness and weighs within a few grains exactly the same as its mates. Every rifleman knows how important it is to have bullets with the same charge of powder and weight. It is even more important in archery to have arrows which weigh the same and have the same stiffness. *Sell this idea* — and you'll sell a dozen arrows and have a better satisfied customer and faster turnover for yourself!



# AMERICAN ARROWS

FIELD OR HUNTING MODELS

**CUSTOM MATCHED** — Choice 5/16" or 11/32" shafts in 25, 26, 27, 28 or 29-inch draw



Our best grade — beautifully crested — all colored barred fletching. Only about 5% of every 100 shafts are good enough to make this grade.

FIELD MODEL	choice of No. NS - Non-skid or No. TP - Target Points	FRA	\$12.95
HUNTING MODEL	with American Saber No. 2 heads	HASB	15.25
HUNTING MODEL	choice of No. 1, 3, 4, 6, 7 or HT heads	HASB	15.95

**No. 1 - MATCHED** — Choice of 5/16" or 11/32" shafts in 25, 26, 27, 28 or 29-inch draw



Thousands of archers declare this grade superior to any other they have shot. Only about 20% of every 100 shafts are suitable for this grade.

FIELD MODEL	with No. NS - Parallel wall Regular Field Points	BRA	\$10.45
COMBINATION	with No. 200 - Interchangeable Non-skid Field Points	BRA-200	10.95
HUNTING MODEL	with American Saber No. 2 heads	MHA	13.95
HUNTING MODEL	choice of No. 1, 3, 4, 6, 7 or HT heads	MHA	14.45

**No. 2 - MATCHED** — Choice of 5/16" or 11/32" shafts in 25, 26, 27, 28 or 29-inch draw



Very popular for hunting — close spine and weight matching, plus taking only about 25 of every 100 shafts keeps the standard high.

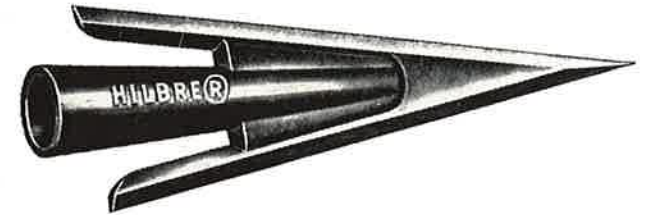
HUNTING MODEL	with American Saber No. 2 heads	2-HA	\$12.45
HUNTING MODEL	choice of No. 1, 3, 4, 6, 7 or HT heads	2-HA	12.95
WITHOUT HEADS	but tapered to receive any broadhead or Interchangeable head	2-HA-SH	9.95

## Neatly Packaged...

Most American Matched Arrows come to you in attractive cartons marked on the end to show the grade, size of shaft, type of head, length and weight of bow for which they are best suited. Easy to display and sell — makes handy case for the archer to store his arrows when not in use.



## Special! HILBRE HEADS

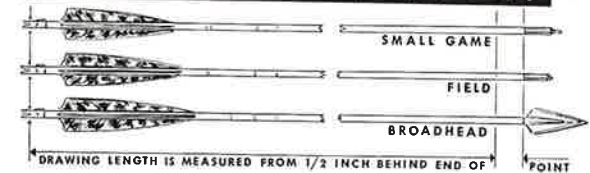


New type Hilbre Heads — Deadliest killer ever devised! Razor sharp edges. Nylon ferrule — perfectly aligned — perfect flight — will not windplane. MAY BE HAD ON ANY 11/32" or 5/16".

Hunting Arrows for \_\_\_\_\_ 75¢ extra  
(except the 2 edge arrows \$1.25 extra on these)

One dozen Hilbre Heads  
packed in box Head No. 7 \$4.50 doz.

### KNOW HOW ARROWS ARE MEASURED

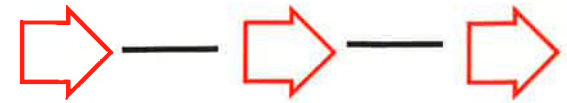


### ORDERING INSTRUCTIONS

BE SURE TO GIVE DRAW LENGTH —  
BOW WEIGHT AND CHOICE OF HEADS

Also indicate shaft diameter —  
5/16" for bows to 45 lbs.  
11/32" for bows over 45 lbs.

# Point with Pride to AMERICAN ARROWS



## STRAIGHT

## PORT ORFORD CEDAR

First and foremost an arrow must be STRAIGHT before any degree of matching will improve its accuracy. We invite you to compare the STRAIGHTNESS of AMERICAN arrows with any others selling at anywhere near our price. You'll agree that even our lower grades surpass other brands for straightness.

We buy only the choicest Port Orford Cedar for ALL our arrows; even then we reject thousands of shafts (other firms would use) as unfit for American Standards of Quality. Our rigid system of grading gives us 5 grades of good arrow shafts. The main difference is — the top grades will STAY STRAIGHT even under rough usage.

### CHECK THESE IMPORTANT QUALITY POINTS WHEN YOU BUY

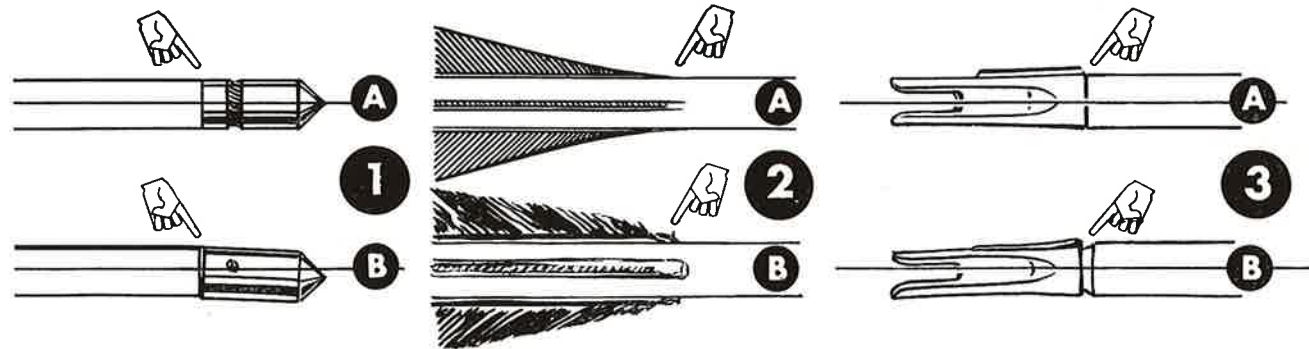


## AMERICAN compared with OTHER BRANDS

proves the vast superiority of American Arrows. If you want to shoot well, you can't afford to shoot inferior arrows where slight flaws spoil your accuracy. Don't take chances! Compare American Arrows with others for price and quality, and you'll buy American because you get MORE for your money.

### BARRELED CONSTRUCTION

We improve the shooting quality of all shafts by using a CONTROLLED BARREL TAPER on both ends of the shaft, extending 10 inches towards the center. This is barely noticeable to the naked eye, since it may be only a few thousandths of an inch in many cases; nevertheless, IT IS IMPORTANT to give proper balance and spine for today's high speed bows.



### 1 A—AMERICAN

Points on our arrows are always set on straight. Note that the heads on our Beginner's are deeply knurled and then sanded parallel to the shaft.

### B—OTHERS

Even a slight misalignment of the head will cause an arrow to "fly out of the group". When using "Matched Arrows" this is very important.

### 2 A—AMERICAN

Feathers must always be uniformly stiff, with thin uniform bases. Note that even our Beginner's Practice Arrows are neatly trimmed at the front and carefully re-touched.

### B—OTHERS

Poor feather quality (even one misaligned vane will cause erratic flight). Feathers cut too high or too long ruin the efficiency of a good arrow. Poor trimming at the front may scratch and cut your hand.

### 3 A—AMERICAN

Nocks must fit perfectly to every shaft and be perfectly aligned to the center of the shaft. Note that even our Beginner's Practice Arrows have perfect fitting nocks.

### B—OTHERS

A poorly fitted nock can cause an otherwise good arrow to "fly out of the group". The gap between the nock and shaft may cause a poor release and ruin your accuracy.

# STANDARD MATCHED FIELD ARROWS



Read the previous page to see just a few of the many fine points of quality on these arrows! Those who have bought them exclaim — how can we give so much fine quality for such low prices? Our tremendous production and reputation of highly skilled craftsmanship is the answer. Of course, you should use these arrows in matched dozens to benefit from the close weight and spine matching we give them. Available in 3 choices:

1. WITH NON-SKID, TARGET OR BLUNT HEADS — choice of 5/16" or 11/32" shafts — 25" to 28" lengths — specify shaft size and length and type of head when ordering. -----RA \$7.95 dz.
2. WITHOUT HEADS — but tapered to fit any broadhead — with longer feather to handle heavy heads. -----RA-H \$7.95 dz.
3. PLAIN HEADS — not tapered (use tapering tool listed on page 12) or use PARALLEL WALL HEADS. -----RA-P \$7.50 dz.

Full Lacquer Enamel Dip gives positive protection against warping — makes it easy to find your arrows!



# PORT ORFORD - BEGINNERS ARROWS

These are not matched arrows — but they still retain the high quality American Finish described at the left — STRAIGHT HEADS — CHOICE FLETCHING and PLASTIC NOCKS. Attractive cresting in a wide variety of colors makes each dozen distinctive. Available for bows up to 35 lbs. in 5/16" shafts. Comes packed in handsome floor or counter rack in 6 or 12 assortments of your choice, as follows:

	22"	24"	26"	28"
1 to 6 dozen	4.25	4.75	5.00	5.25
7 to 12 dozen	4.00	4.50	4.75	4.95



Specify BPA plus your choice of lengths when ordering.

## NO. 1 MATCHED GRADE

# TARGET ARROWS



Excellent for serious target archery for those who can't afford metal arrows. Packed in individual dozens. Extra Fine 5/16" Port Orford Cedar makes it possible to give you a choice of selecting any arrow up to 29" for bows up to 45 lbs. Excellent for light weight field bows.

TARGET ARROWS are measured from the inside of neck TO SHOULDER OF POINT

POA ----- \$7.95

# FISH ARROWS



WOOD — Extra tough Port Orford Cedar with single barbed head. -----FA \$1.25 ea.

Greater Penetration in water and longer life with SOLID GLASS fish arrows with Hill's Heads. -----GFA \$2.50 ea.

BOW REEL — Simple to use when shooting fish — complete with line. -----BR \$3.95 ea.

# FLU — FLU



(Bird Arrow) lots of thrills shooting this — has 6 high Helical Feathers and rubber head.

FF ----- \$1.25 ea.

# LEATHER GOODS...

**FINEST QUALITY LEATHER . . . PLUS PROPER DESIGN**

We carefully study the use for which every quiver, arm guard, shooting glove or finger tab is intended, and style the product accordingly. The result, always a combination of three important things — Quality Material — Good Design — and Skilled Craftsmanship.

## HUNTER'S ARM GUARD



Three elastic straps and brass clips hold the reinforced double leather guard firmly in place .....No. 14 \$2.50

## HUNTER'S ARM GUARD



Extra heavy leather with three hooks and elastic cord, is easy to put on and stays in place .....No. 15 \$1.75

## FIELD AND TARGET



Hard finished Cordovan lined with steel stay for better wear — cool to wear, yet gives plenty of protection. No. 17 \$1.75

## JUNIOR ARM GUARD



Made of heavy leather, adjustable tension — elastic cord and hook design makes it easy for the junior to wear. No. 18A \$.75

## NEW! PLASTIC ARM GUARD



Made of heavy pliable plastic — cool — comfortable — reinforced rubber straps — adjustable. ....No. 18P \$1.00

## SPECIAL QUIVERS

Pocket quiver — holds 4 to 6 target arrows — fastens to belt or inserts in pocket. Heavy Cordovan. No. 24 .....\$1.50

## GROUND QUIVER

Push it into the ground. It holds 8 to 10 target arrows and your bow while you retrieve your arrows at the target. No. GQM .....\$1.75

## BOW CASES

Beautiful tan plastic covering over soft padded lining — zipper opening—hanging ring—for any type bow 60" to 68". No. ZBC .....\$4.95  
Plaid cloth fabric with tie string. Fits any bow to 68". No. CBC .....\$1.75

# Designed for Better Service...



## \$13.95 ZIPPER POCKET

Shoulder quiver has double arrow compartment and holds 18-20 arrows — adjustable for any size person — curved top — double reinforced holds its shape well and it is very attractive.

No. 30 .....\$13.95

SPECIFY "LEFT SHOULDER" WHEN ORDERING SHOULDER QUIVERS FOR LEFT HANDED ARCHERS.



## \$8.95 LEATHER

Shoulder quiver for hunting and roving is fully adjustable — has double reinforcement—two arrow pockets—heavy molded bottom—extra pebbled trim on front — thoroughly practical for all — hunting and roving — holds 14 to 18 arrows.

No. 25 .....\$8.95

## FABRICORD \$5.95

Leather and plastic combination—same size as above except in less costly materials — contrasting trim and full size makes it a good seller — Holds 14-18 arrows.

No. 27 .....\$5.95



## \$4.75 ROVING QUIVER — at left

Holds 8-10 field or target arrows or two or three hunting arrows conveniently at your side. Reinforced brass and leather belt attaches to large leather loop at top — molded bottom.

No. 23 .....\$4.75

## MEN'S TARGET \$3.00

In top grain leather is, small and light-weight, yet holds 6-8 arrows in ready position — Clips onto belt or pants top.

No. 21M .....\$3.00

## WOMEN'S TARGET \$3.50

Holds 6-8 arrows in easy reach position at side — has extra belt and buckle — Attractive finish — smartly designed.

No. 21W .....\$3.50

## \$1.50 FABRICORD ROVING

Quiver has tough molded bottom and leather belt loop — holds 8-10 arrows — in tough plastic fabric — economy priced.

No. 22-L .....\$1.50

## JUNIOR QUIVER

Same size as Men's Target — with leather belt loop — molded leather bottom — in lustrous plastic — Holds 6-8 arrows.

No. 22S .....\$1.00



19C



19



19A

## SHOOTING GLOVES

Specify Left or Right hand and X-Large, Large, Medium or Small when ordering . . .

Closed Cordovan Tips .....No. 19C \$2.00

Molded Cordovan Tips .....No. 19 \$2.00

Molded LEATHER Tips .....No. 19A \$1.50

All of the above gloves are adjustable and have snap fasteners for quick, easy wearing.



20M



20—Cordovan  
20A—Leather

## FINGER TABS

Double Cordovan — Marshall Tabs — famous tab. Used by leading archers.

No. 20M .....\$ .75

Top grain Cordovan — slips over 1st and 3rd fingers and prevents blistering.

No. 20 .....\$ .35

Leather — same as above but made of cheaper material.

No. 20A .....\$ .20

ALL TABS AVAILABLE IN LARGE, MEDIUM OR SMALL in left or right handed models.

## TARGET FACES

A couple of good target mats and a supply of field and target faces is one of the best ways to build sales. They make fine window backgrounds — you can sell when the time comes!

### CORRUGATED BOX TARGET

Made of heavy weight 200 lb. test material — stuff it with paper and it makes a fine, inexpensive beginner's target. Sold only in packages of 6.

No. BT ----- \$1.00 ea.



### HEAVY KRAFT FOUR COLOR TARGETS

48" Tournament size	No. 48PF	\$ .85 ea.
36" Practice size	No. 36PF	.60 ea.
24" Junior size	No. 24PF	.40 ea.
16" Indoor size	No. 16PF	.18 ea.

### WATER-PROOF OILCLOTH FACES

48" Skirted, draw-string	No. 48CF	\$4.95 ea.
36" Skirted, draw-string	No. 36CF	3.95 ea.
24" Skirted, draw-string	No. 24CF	2.75 ea.



### ASSORTED ANIMAL TARGETS

36 Face Set — 24", 18", 12", 6".  
No. FF ----- \$4.60 set

### OFFICIAL NFAA FACES

17 - Bull's Eye Faces—24", 18", 12", 6".  
No. NF ----- \$1.95 set

### INSTRUCTION BOOKS

Official rules book of the National Field Archery Association tells how to shoot, lay out courses, organize clubs, etc. Very good advice on bow hunting included. Every dealer needs this.

No. HB ----- \$1.00

## ARCHERY SETS . . . for Adults and Juniors

EACH ONE IS A COMPLETE OUTFIT  
HERE ARE 9 VALUE PACKED SETS . . .

ORDER EARLY FOR CHRISTMAS SALES . . .  
AVOID DISAPPOINTMENT



### SENIOR GLASS HUNTING SET

Contains Senior Glas-wood bow with combination hunting arrows, arm guard and instructions.  
No. SGHS ----- \$22.95

### SENIOR GLASS FIELD TARGET SET

Same as above, except has field arrows or target arrows.  
No. SGFS ----- \$21.45

### JUNIOR GLASS BOW SET

With 54" glas-wood bow, target, finger tab, arm guard, arrows and instructions.  
No. JGBS ----- \$11.45

### SUPER CHIEF SET

With 54" lemonwood bow, arrows, quiver and instructions — year-round seller.  
No. SCAS ----- \$6.45

### BIG CHIEF SET

With 48" lemonwood bow, arrows, etc. Big Christmas sellers.  
No. BACS ----- \$5.25

### ADULT'S FIELD AND TARGET SET

With SK-68" bow — 28-42 lb. — Field Arrows — Good for adult beginners.  
No. AASA ----- \$17.95

### ADULT'S AND YOUTH'S SET

With AO-68" Bow — 28-40 lb. — Target or Field Arrows. Good for husky lads.  
No. AYAS ----- \$13.95

### DELUXE YOUTH'S SET

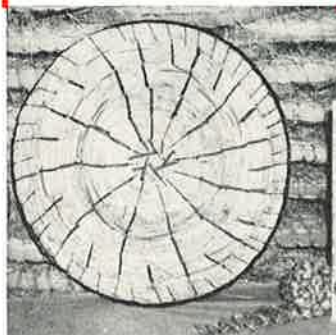
With SK-60" Fibre Backed Bow. Complete with accessories.  
No. DYAS ----- \$10.95

### JUNIOR YOUTH'S SET

With BB-60" Lemonwood Bow — complete outfit. Ages 7 to 11 years.  
No. JYAS ----- \$8.95

YOUR CHOICE OF BOW WEIGHTS in all sets within limits described on page 5 of catalog.

NOTE: We do not advise beginners to start with bows over 40 pounds.



### MARSH GRASS

Is used for all of our target mats. It is the toughest, most durable material known. All mats are shipped F.O.B. —

CLARENDON HILLS,  
ILLINOIS

### TARGET MATTS

Used for Official National Championships.  
48" Tournament Matt ----- No. ST-48" \$16.00  
Here is a good size for backyard practice.  
36" Practice Matt ----- No. ST-36" \$11.00  
Ideally suited for field courses.  
24" Field Matt ----- No. ST-24" \$ 6.50

*Write for prices on other sizes and types.*

# SHOOTING AIDS

## BOW SIGHTS

### HOYT LINE-O-SITE

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

With post sight only .....No. LS-4 \$1.50  
 With plain lens .....No. LS-3 2.25

### SIMPLEX

All metal construction! Double peep sight.

Rugged construction .....No. SBS \$1.50

### KING

With cross hair-rifle type sighting — Fully adjustable — instructions .....No. KBS \$3.35

### ZIP - KLIK

Calibrated for distance settings — simple to adjust  
 All metal .....No. ZK \$4.50

## BRUSH BUTTONS



Prevents snagging brush between bow tip and string — dampens string noise — real necessity for any recurved bow — super-size.

No. BB ..... .60 pr.

## NOCK LOCKS

Keeps your arrow in proper position on string at all times! By using 4 Nock Locks below the nocking point and 2 above — the archery glove can be eliminated — adjustable for any tension.

No. NL ..... .50 pr.

## ARROW HOLDERS

Keeps your arrow on the string in ready position at all times! Prevents arrow from falling off arrow rest.

Automatic release .....No. AH \$2.00 ea.

### JIFFY CLIP

Allows you to attach the arrow-holder in seconds — or detach it in a jiffy.

All metal .....No. JC \$1.00 ea.

# BOW STRINGS

## DACRON DOUBLE LOOP



Specially made of finest pre-stretched DACRON — served on both loops — and in the center — each string is marked for the LENGTH OF BOW it should be used on — depending upon the weight of the bow. We vary the number of strands used to give the very best efficiency — neatly packaged.

## CHEETAH BOWSTRINGS

Give length of bow — 64", 66", 68" or 70" and weight when ordering "Cheetah" bow strings.

No. CBS ..... \$1.25 ea.

## REGULAR DOUBLE LOOP STRINGS

Same fine quality strings as above — be sure to give LENGTH and WEIGHT of bow you wish the string to fit. We stock all popular lengths and weights as follows: 56", 58", 60", 62", 64", 66", 68" and 70".

No. DLBS ..... \$1.25 ea.

## MEASURING A BOW FOR PROPER STRING LENGTH



Selling a string which is only a fraction of an inch too long or short impairs the shooting of any bow. See the diagram below which shows how to measure any bow and height to which the average bow should be braced. Strings may be lengthened or shortened to a minor extent by twisting to left or right.

## LINEN—SINGLE LOOP



Reinforced on both ends! Longer life — less breakage! Neatly coiled in cellophane envelope — marked for lengths and weights of bows each string will fit.

Give bow weight and bow length when ordering.

For 52" to 55" bows .....No. 52-55 \$1.00 ea.  
 For 56" to 59" bows .....No. 56-59 1.00 ea.  
 For 60" to 63" bows .....No. 60-63 1.00 ea.  
 For 64" to 68" bows .....No. 64-68 1.00 ea.  
 For 69" to 72" bows .....No. 69-72 1.00 ea.

NOTE — ALL LINEN STRINGS FOR BOWS OVER 50 LBS. .... \$1.25 ea.

All linen strings are adjustable to fit several lengths of bows. Simply slip the loop over the top of the bow — slide down about 4-5 inches and tie the loose end onto the bow tip with a timber hitch. If fistmele is too high or low — loosen knot and readjust to 5" or 6". Longer bows can use slightly higher fistmele. See chart at left.

## HEMP STRINGS



For any bow up to 30 lb. — has single loop — neatly packaged — fits any bow up to 60".

No. HS ..... .40 ea.

## WAX

Specially compounded wax — for any type string — does not discolor string.

Prolongs life .....No. BW .40 cake

## BOWSTRING THREAD

Dacron — V-207 the strongest material known for making bowstrings.

4 oz. spool .....No. DV \$2.75 ea.

# HUNTING AND FIELD POINTS

## ● WITH YOUR CHOICE OF THESE HEADS

SHAFT SIZES	HUNTING BROADHEADS						PARALLEL WALL HEADS				INTERCHANGEABLE HEADS		
	HILL'S 1	SABER 2	MA-3 3	SABER 4	SABER 6	TOURNAMENT HT	NON-SKID NS	TARGET TP	METAL BLUNT MB	RUBBER BLUNT RB	NON-SKID 200 NS	BLUNT 200 B	FISH FH
	3 EDGE	2 EDGE	3 EDGE	4 EDGE	6 EDGE	3 EDGE	FIELD	FIELD	SMALL GAME	SMALL GAME	FIELD	SMALL GAME	2 PRONGS
11/32	125 gr.	100 gr.	130 gr.	110 gr.	125 gr.	125 gr.	125 gr.	100 gr.	125 gr.	125 gr.	125 gr.	125 gr.	150 gr.
5/16	100 gr.					100 gr.	60 gr.	80 gr.		100 gr.	100 gr.	100 gr.	150 gr.
9/32	100 gr.	80 gr.	100 gr.			100 gr.				80 gr.	100 gr.		

★ BE SURE TO SPECIFY THE TYPE OF HEAD, SHAFT SIZE, DRAW LENGTH, AND BOW WEIGHT WHEN ORDERING ARROWS

Order Hunting Broadheads, Parallel Wall Heads and Interchangeable Heads by the numbers printed beside each head, and give the shaft size where more than one size is available.

## HUNTING HEADS

No. 2 Heads — 2-edge American Saber ..... \$3.25 dz.  
 All other Broadheads ..... Specify No. 3.75 dz.  
 No. 1 - Hills — No. 3 - MA3 — No. 4 - American Saber — No. 6 - American Saber or No. HT-Hill's Tournament.

## PARALLEL WALL HEADS

Regular Non-skid points — 5/16" or 11/32" ..... No. NS \$1.00 dz.  
 Heavyweight Target points — 5/16" or 11/32" ..... No. TP .85 dz.  
 Metal Blunt — Small Game Heads — 5/16" or 11/32" ..... No. MB .85 dz.  
 Rubber Blunt — Small Game Heads — 5/16" or 11/32" ..... No. RB 1.75 dz.  
 Brass Target points — 5/16" only ..... No. 125 .50 dz.

## INTERCHANGEABLE HEADS

To fit over any 5 degree tapered shaft. Will replace any broadhead for hunting and field practice. Use the Robin Hood or Accurate Arrow Tool for tapering shafts to fit these points, and use Stick Ferriltite for gluing the points. Every hunter should have a dozen of these heads for his pre-season practice.  
 No. 200 — Non-skid - NS - No. 200 - Blunt - B in 9/32", 5/16" or 11/32" ..... \$1.00 dz.  
 No. FH — Fish Head - Hill's Double Barbed heads - fits 5/16" or 11/32" ..... .85 ea.  
 No. FHM — Mac Single Barbed heads - fits 11/32" ..... .60 ea.

## TAPERING TOOLS

### ROBIN HOOD

Super Tapering Tool — complete kit in plastic case cuts 5 degree tapers for any shaft from 1/4" to 3/8"; also cuts proper nock tapers.  
 Complete outfit ..... No. STT \$3.95 ea  
 Extra cutters for above ..... No. STT-B .50 ea

### ACCURATE ARROW TOOL

Heavy plastic tool — small but very practical — cuts proper nock and interchangeable point tapers.  
 For 5/16" shafts ..... No. TT-2 \$1.50 ea.  
 For 11/32" shafts ..... No. TT-3 1.50 ea.  
 For 5/16" parallel shafts ..... No. TT-1 1.50 ea.  
 Extra blades for above ..... No. TT-B .20 ea.

## TOOLS

### FLETCHING JIGS

"Eastern" — fletches 3 or 4 feathers in left or right spiral — index knob gives perfect control — takes any size shaft. .... No. FJ \$4.95

### "FLEETWOOD" FEATHER TRIMMER

Easy to assemble kit — has extra heavy burning wire— saves up to \$10 — takes only a few minutes to assemble. .... No. FTK \$2.95

## SHAFTS

### SEMI-FINISHED AND PLAIN SHAFTS

Semi-finished, fletched —  
 5/16" or 11/32" ..... No. FKP \$ 5.95 dz.  
 No. 1 Matched - 5/16" or 11/32" ..... No. 136 3.75 dz.  
 Mill run - 5/16" ..... No. 139 1.50 dz.  
 Mill run - 11/32" ..... No. 140 2.50 dz.  
 "Forgewoods" ..... No. FWS 13.45 dz.

## FEATHERS



### SANDED and TRIMMED FEATHERS — all colors

24 Barred — 12 Dyed barred ..... No. 130 \$1.75  
 36 Gray barred ..... No. 131 1.75  
 36 Dyed barred ..... No. 132 2.00  
 36 Natural white ..... No. 133 2.50  
 36 Dyed white feathers ..... No. 134 2.75

## NOCKS

### SPEED NOCKS — 1/4", 9/32", 5/16", 11/32"

Red, Yellow, White, Black, Blue, Green and Orange  
 1 doz. pkg. any color ..... No. 129 \$ .45  
 100 of any size or color ..... No. 129C 3.00  
 1000 mixed sizes or color ..... No. 129M 25.00

## ADHESIVES

### FOR NOCKS, POINTS AND FEATHERS

Stick Ferriltite ..... FT \$ .35  
 Liquid Ferriltite (tube) ..... LFT .50  
 Fletching Cement ..... FC .35  
 Feather waterproofing ..... DT .50

● DEPEND ON AMERICAN ARCHERY COMPANY FOR TOP QUALITY ARCHERY TACKLE AT REASONABLE PRICES ●

"QUALITY IS A TRADITION AT AMERICAN"



BESCO-LAYER

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

AMERICAN ARCHERY CO. INC.

● 2 WALKER AVENUE ●

CLARENDON HILLS, ILLINOIS, U. S. A.