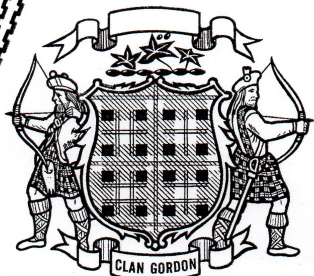


Gordon Plastics, Inc.

5328 BANKS STREET
SAN DIEGO 10, CALIFORNIA



•••
THE
ROYAL
LINE OF
BOWS
•••••

•••••
•
•••••
CUSTOM 68"
CUSTOM 66"
CUSTOM 62"
DELUXE KING 68"
DELUXE PRINCE 66"
DELUXE KNIGHT 62"
DELUXE HUNTER 56"
KING REGULAR 68"
PRINCE REGULAR 66"
KNIGHT REGULAR 62"
QUEEN (LADIES) 64"
HUNTER 54"
PAGE 62"
JESTER 60"
SQUIRE 60"
BO-KIT 62"

•••••
"BO-TUFF"
UNIDIRECTIONAL
FIBERGLASS for BOW
FACING and BACKING
•••••

"BO-KORE" COMPOSITE
BOW LAMINATE
•••••

GORDONBOND LOW
FREQUENCY CURING UNITS
•••••

URAC # 185
•••••

MAPLE LAMINATIONS
•••••

WATER SKI'S

~~~~~|~~~~~  
SALES DIVISION

# CATALOG

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THE
GORDON
CUSTOM
with
BO-KORE

\$74.50

AVAILABLE IN THREE LENGTHS

#600 — 68"
#602 — 66"
#601 — 62"

CUSTOM
Handle
Section



String Length #600.....63 $\frac{3}{4}$ "
String Length #602.....62"
String Length #601.....58"

For the discriminating archer and sportsman whose distinction is "pride of ownership" Gordon offers the "Custom," a superb bow of unexcelled quality and performance. This model is re-inforced with Bo-Kore, a fiberglass fabric and maple veneer lamination cured under extreme pressure producing a core which backed and faced with "Bo-Tuff" adds surprising strength and stability.

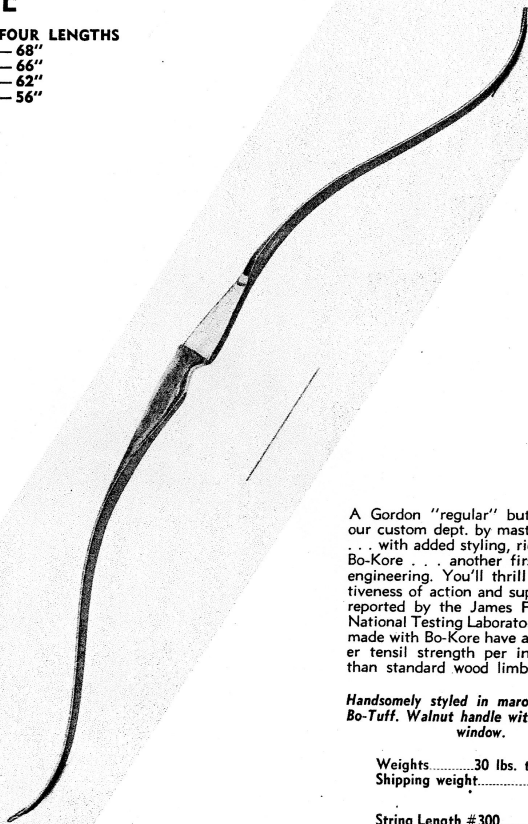
Beautifully styled in Royal Blue and White "Bo-Tuff". Handles of contrasting hardwoods.

Weights.....30 lbs. to 65 lbs.
Shipping weight.....3 lbs.

**THE
GORDON
DE-LUXE** \$64.50
with
BO-KORE

AVAILABLE IN FOUR LENGTHS

#300 — 68"
#302 — 66"
#301 — 62"
#303 — 56"



A Gordon "regular" but finished in our custom dept. by master craftsmen . . . with added styling, rich finish and Bo-Kore . . . another first in Gordon engineering. You'll thrill to the positiveness of action and superior cast as reported by the James F. Cavanaugh National Testing Laboratory. Bow limbs made with Bo-Kore have a 400# greater tensile strength per inch of width than standard wood limbs.

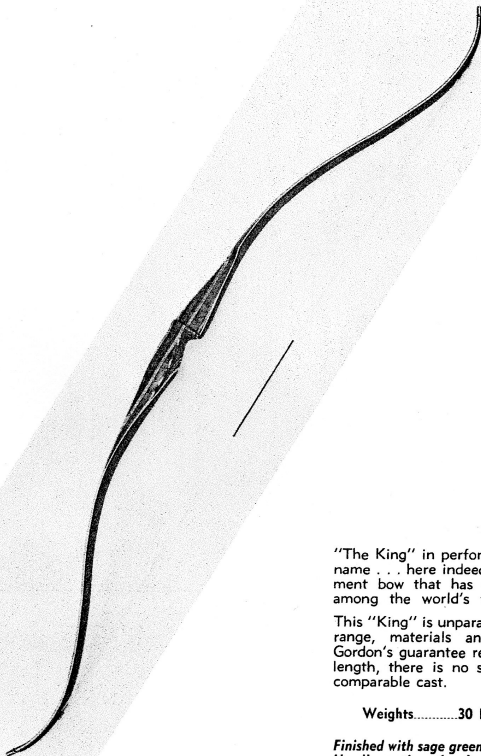
Handsomely styled in maroon and black Bo-Tuff. Walnut handle with maple sight window.

Weights 30 lbs. to 70 lbs.
Shipping weight 3 lbs.

String Length #300 63 $\frac{3}{4}$ "
String Length #302 62"
String Length #301 58"
String Length #303 52"

THE GORDON KING \$54.50

#100 — 68"



"The King" in performance as well as name . . . here indeed is a top tournament bow that has earned its place among the world's truly fine bows.

This "King" is unparalleled in its price range, materials and workmanship. Gordon's guarantee regardless of draw length, there is no smoother bow of comparable cast.

Weights.....30 lbs. to 55 lbs.

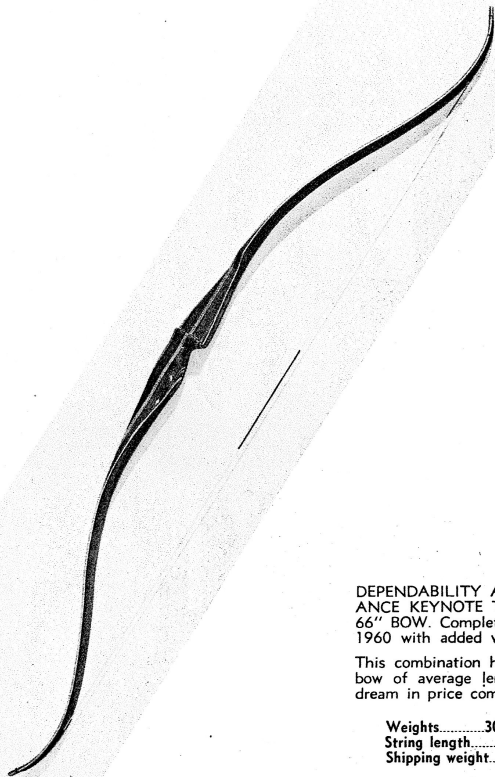
*Finished with sage green and black Bo-Tuff
Handle section of walnut and maple lamina-
tions artistically blended.*

Shipping weight.....3 lbs.

String Length63¾"

THE
GORDON PRINCE \$52.50

#102 — 66"



DEPENDABILITY AND PERFORMANCE KEYNOTE THIS HANDSOME 66" BOW. Completely redesigned for 1960 with added width for stability.

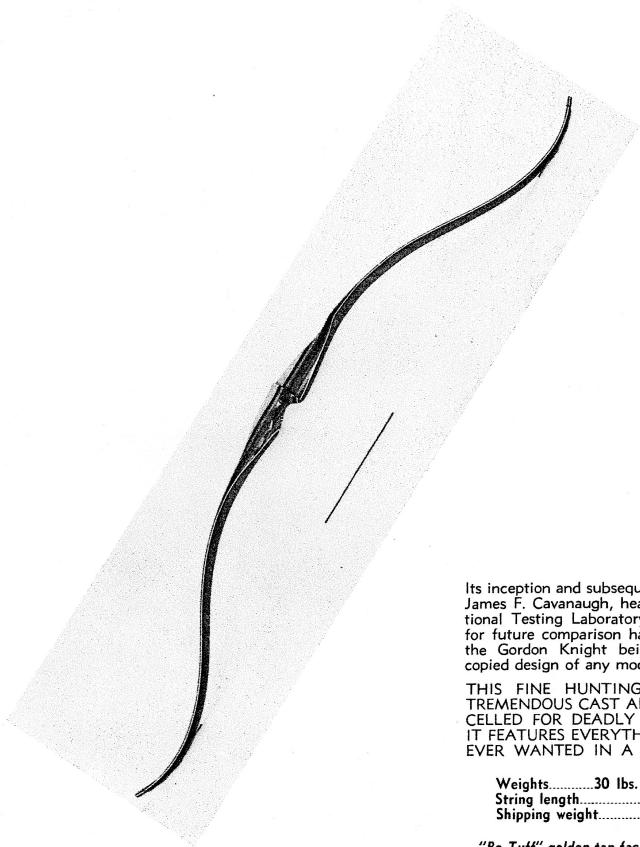
This combination hunting and target bow of average length is a dealer's dream in price comparison sales.

Weights.....30 lbs. to 60 lbs.
String length.....62"
Shipping weight.....3 lbs.

*Rust Red face and White back "Bo-Tuff".
Walnut and Maple laminated handle
section.*

THE GORDON KNIGHT \$49.50 KNIGHT

#101 — 62"



Its inception and subsequent choice by James F. Cavanaugh, head of the National Testing Laboratory as standard for future comparison has resulted in the Gordon Knight being the most copied design of any modern day bow.

THIS FINE HUNTING BOW HAS TREMENDOUS CAST AND IS UNEXCELLED FOR DEADLY ACCURACY. IT FEATURES EVERYTHING YOU'VE EVER WANTED IN A BOW.

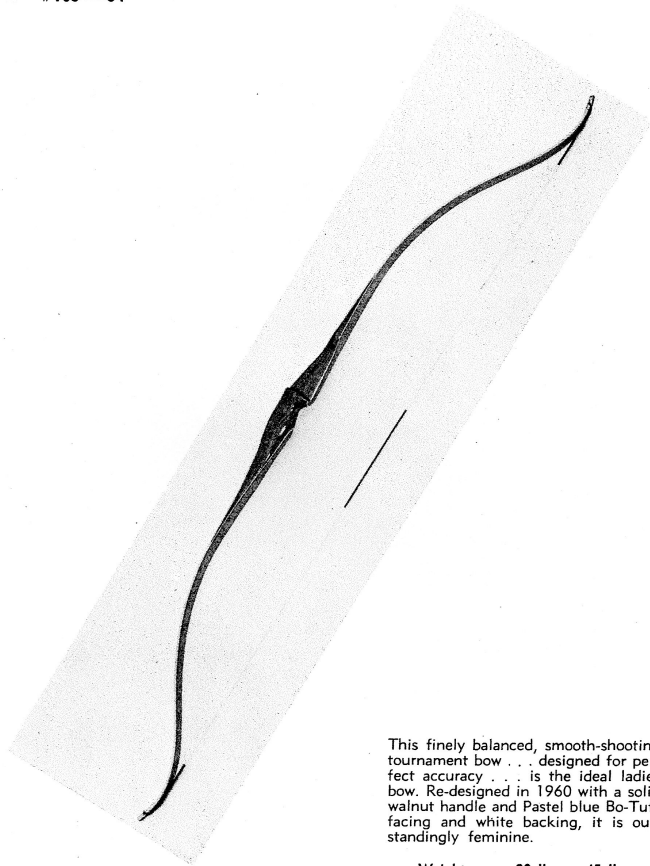
Weights.....30 lbs. to 70 lbs.
String length.....58"
Shipping weight.....3 lbs.

"Bo-Tuff" golden tan facing and black backing.

Walnut and Maple laminated handle section.

THE
GORDON \$44.50
QUEEN

#103 — 64"



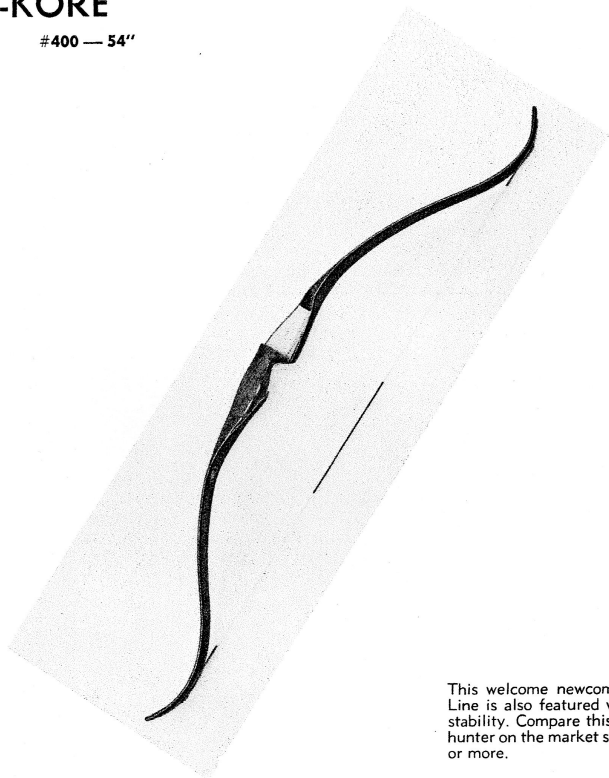
This finely balanced, smooth-shooting tournament bow . . . designed for perfect accuracy . . . is the ideal ladies bow. Re-designed in 1960 with a solid walnut handle and Pastel blue Bo-Tuff facing and white backing, it is outstandingly feminine.

Weights.....20 lbs. to 45 lbs.
String length.....60"
Shipping weight.....2½ lbs.

**THE
GORDON
HUNTER**
with
BO-KORE

\$49.50

#400 — 54"



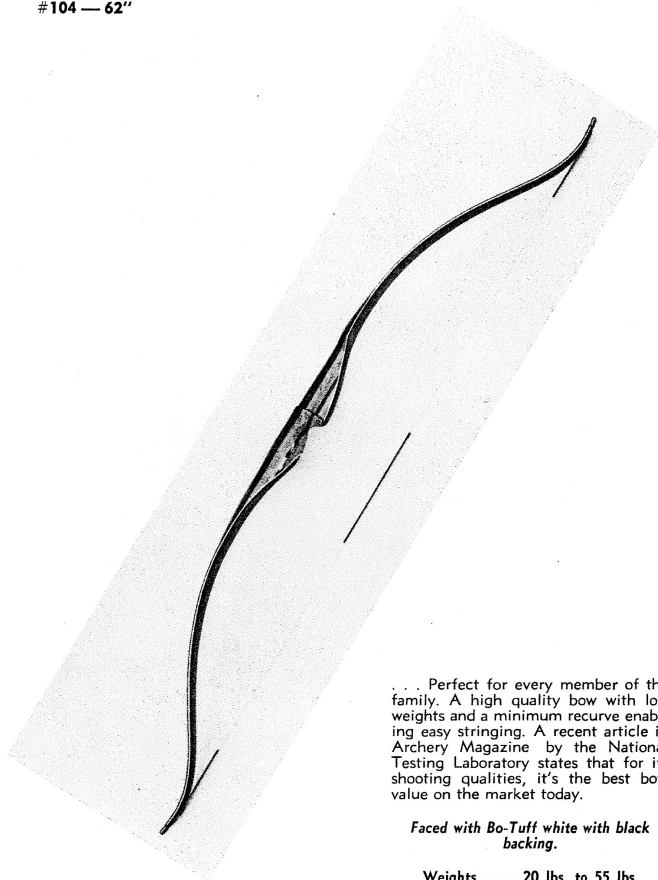
This welcome newcomer to the Royal Line is also featured with Bo-Kore for stability. Compare this model with any hunter on the market selling for \$65.00 or more.

Weights.....30 lbs. to 70 lbs.
String length.....49"
Shipping weight.....3 lbs.

***Black "Bo-Tuff" facing and backing.
Solid Walnut handle section.***

THE
GORDON PAGE \$32.50

#104 — 62"



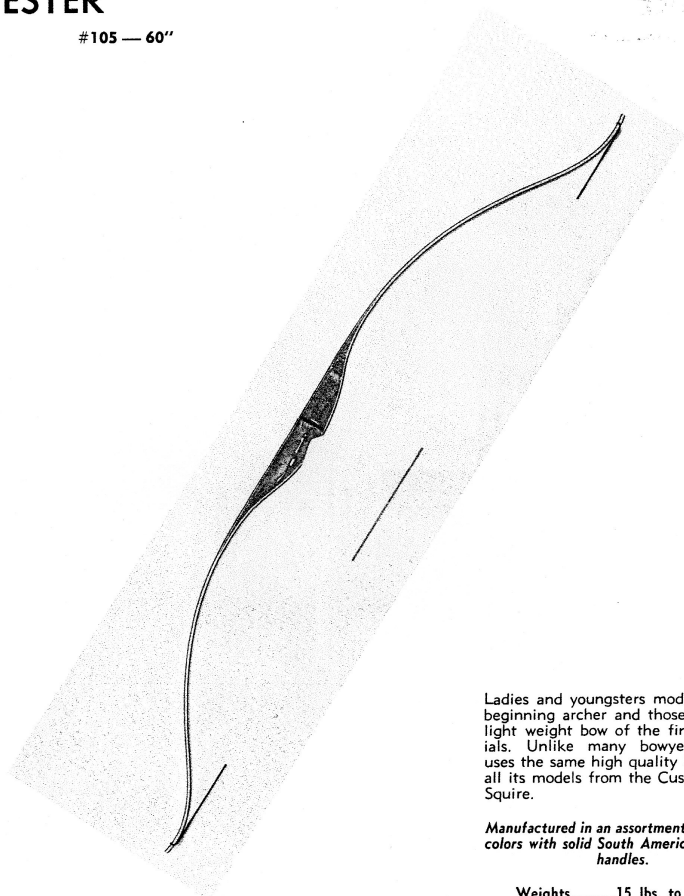
... Perfect for every member of the family. A high quality bow with low weights and a minimum recurve enabling easy stringing. A recent article in *Archery Magazine* by the National Testing Laboratory states that for its shooting qualities, it's the best bow value on the market today.

Faced with Bo-Tuff white with black backing.

Weights.....20 lbs. to 55 lbs.
String length.....57 $\frac{5}{8}$ "
Shipping weight.....2 $\frac{1}{2}$ lbs.

THE
GORDON \$22.50
JESTER

#105 — 60"



Ladies and youngsters model. For the beginning archer and those wishing a light weight bow of the finest materials. Unlike many bowyers Gordon uses the same high quality Bo-Tuff on all its models from the Custom to the Squire.

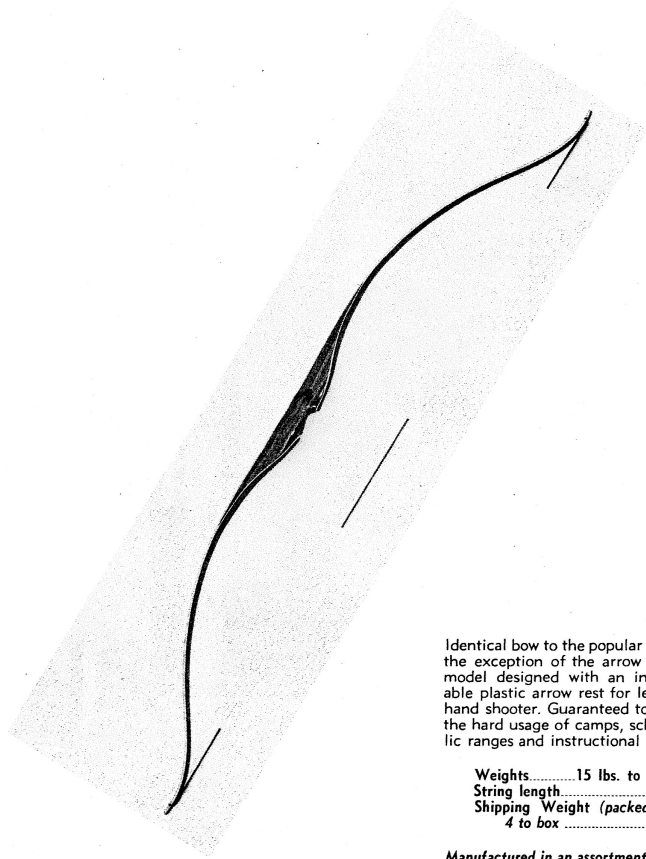
Manufactured in an assortment of fourteen colors with solid South American Apatong handles.

Weights..... 15 lbs. to 40 lbs.
String length..... 56"
Shipping weight (packed
4 to box)..... 4 lbs.

THE GORDON SQUIRE

\$19.95

#106 — 60"



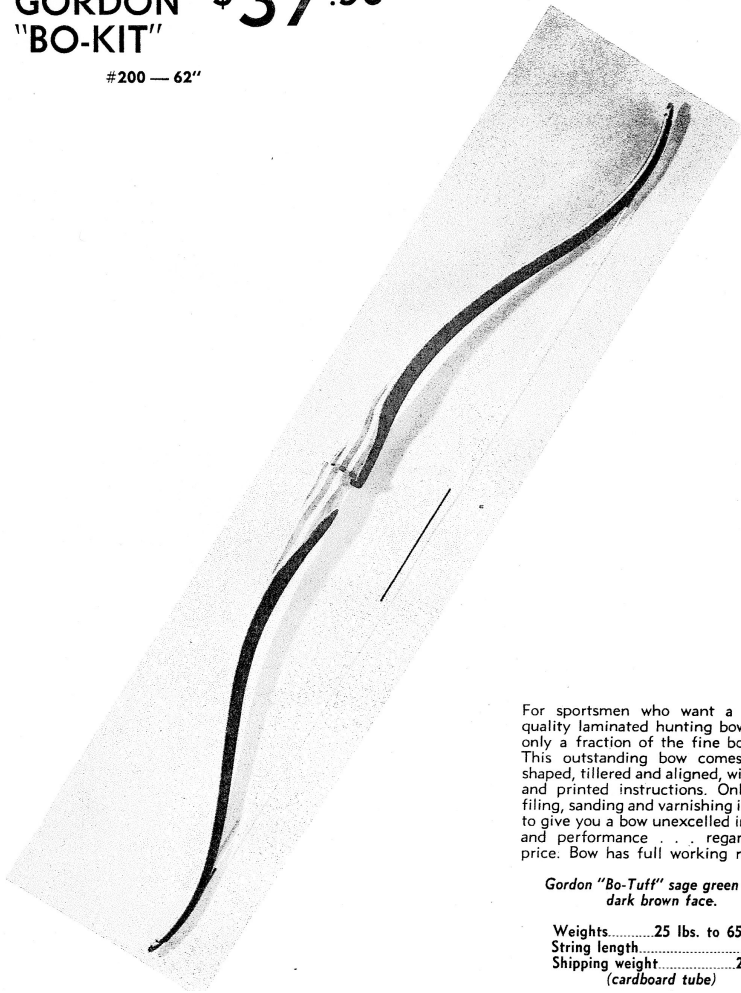
Identical bow to the popular Jester with the exception of the arrow rest. This model designed with an interchangeable plastic arrow rest for left or right hand shooter. Guaranteed to withstand the hard usage of camps, schools, public ranges and instructional groups.

Weights.....15 lbs. to 40 lbs.
String length.....56"
Shipping Weight (packed
4 to box4 lbs.

Manufactured in an assortment of fourteen colors with solid South American Apatong handles.

THE
GORDON \$37.50
"BO-KIT"

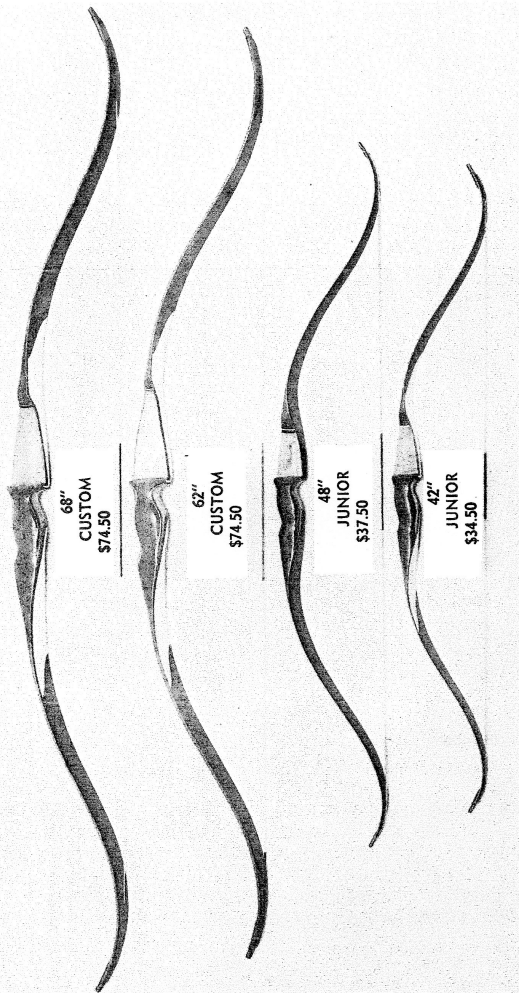
#200 — 62"



For sportsmen who want a custom-quality laminated hunting bow . . . at only a fraction of the fine bow price. This outstanding bow comes to you shaped, tillered and aligned, with string and printed instructions. Only minor filing, sanding and varnishing is needed to give you a bow unexcelled in quality and performance . . . regardless of price. Bow has full working recurve.

Gordon "Bo-Tuff" sage green back,
dark brown face.

Weights.....25 lbs. to 65 lbs.
String length.....58"
Shipping weight.....2 lbs.
(cardboard tube)



THE GORDON JUNIOR 42"

#800 **\$34.50**

Another Gordon first; this little bow is exactly like Dad's. Same recurve design. Same high quality Gordon Bo-Tuff. Shoots like a bomb.

Recommended Ages 6 to 10

Random Color Bo-Tuff
Selected Hardwood Handles
String Length 39"
Weight 8 lbs. to 24 lbs. @ 24"
Shipping Weight 2 lbs.

THE GORDON JUNIOR 48"

#810 **\$37.50**

This bow is the exact limb design of flight bows currently holding world flight records. Available in weights from 15 lbs. to 26 lbs. @ 26". It's a perfect bow for the young champion in your family.

Recommended Ages 10 to 14

Random Color Bo-Tuff
Selected Hardwood Handles
String Length 43"
Shipping Weight 2 lbs.

the *Royal Line* **GUARANTEE**

A negligible loss experience since using the new GORDON "BO-TUFF" facing and backing has enabled us to extend your guarantee to 2 full years. Each bow is fully guaranteed against glass failure and delamination during normal use for one year and will be replaced with no monthly proration. Failure during the second year will be replaced for 50% of retail cost. Time of purchase will be recorded by returned guarantee card attached to each bow. All repairs or replacements to be handled factory direct by purchaser only. Adjustments or replacements by dealers or distributors will not be allowed.

GORDON PLASTICS, INC. • 5328 BANKS STREET • SAN DIEGO 10, CALIFORNIA

FREIGHT ALLOWANCES:

ALL C.O.D. and CASH orders shipped freight PREPAID.

BO-TUFF: Shipment freight COLLECT. 100% freight allowance on all invoices discounted by the tenth E.O.M., substantiated by paid freight receipt accompanying payment.

ROYAL LINE OF BOWS: Shipment freight COLLECT. 100% freight allowance on bow orders totaling \$300.00 or more if discounted by the tenth E.O.M., and substantiated by paid freight receipt accompanying payment.

DROP SHIPMENTS: Due to the added freight and handling costs of individual shipments, we are forced to make a charge of 10% on all drop or individual shipments. Shipments will be prepaid and the additional 10%, plus freight charges, will be added to the invoice.

All models available in LEFT or RIGHT hand. A bow held in the LEFT hand is a RIGHT hand model.

Unless otherwise indicated, weights stamped on the bows are at the normal 28 inch draw.

Bracing height or "FISTMELE" varies from 6 1/2" to 7 1/2" on all GORDON BOWS. A low fistmele will perform faster with greater cast, whereas a high fistmele will perform smoother with less vibration. In the opinion of most experts, it is purely a matter of personal choice. Merely twisting or untwisting the string will adjust this height.

"YOU CAN BE SURE". If it's a bow of the ROYAL LINE, it's backed and faced with "BO-TUFF"

Gordon Plastics, Inc.

5328 BANKS STREET
SAN DIEGO 10, CALIFORNIA

THE ROYAL LINE OF BOWS

← 1960 →
LENGTH LIST

MODEL

| MODEL | LENGTH | LIST | | | |
|--------------|--------|---------|--|--|--|
| #601 CUSTOM | 62 in. | \$74.50 | | | |
| #602 CUSTOM | 66 in. | \$74.50 | | | |
| #600 CUSTOM | 68 in. | \$74.50 | | | |
| #303 DE LUXE | 56 in. | \$64.50 | | | |
| #301 DE LUXE | 62 in. | \$64.50 | | | |
| #302 DE LUXE | 66 in. | \$64.50 | | | |
| #300 DE LUXE | 68 in. | \$64.50 | | | |
| #100 KING | 68 in. | \$54.50 | | | |
| #102 PRINCE | 66 in. | \$52.50 | | | |
| #101 KNIGHT | 62 in. | \$49.50 | | | |
| #103 QUEEN | 64 in. | \$44.50 | | | |
| #400 HUNTER | 54 in. | \$49.50 | | | |
| #104 PAGE | 62 in. | \$32.50 | | | |
| #105 JESTER | 60 in. | \$22.50 | | | |
| #106 SQUIRE | 60 in. | 19.95 | | | |
| #200 BO-KIT | 62 in. | \$37.50 | | | |