

 **ben pearson archery '72**



from alaska to africa and
canada to mexico...
jim dougherty proves it.

Today's successful bowhunter demands reliable and performance proved archery tackle. Ben Pearson provides it. From forty-four years engineering experience in Pine Bluff to action on game trails of the world, Jim Dougherty and his professional staff make sure your equipment is ready and able.

When you think about the excitement of bowhunting, think about Ben Pearson... the full line of fine quality archery tackle tested and proved by professionals who think about you. Get Pearson Power in 1972.



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mercury
marauder td

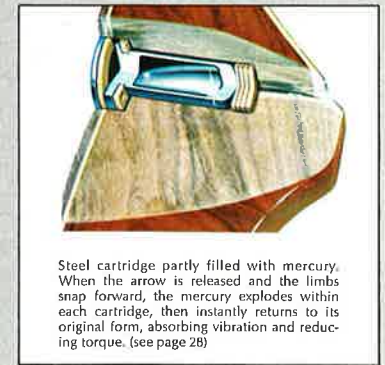
"This," says Jim Dougherty, "is the bow for the pro." For several years our hunting staff has continued to prove the Marauder's capabilities. We've looked for ways to improve on performance. There just aren't any. The Mercury Marauder is the finest shooting hunting bow available today. It's a trouble-free take down with no extra parts to work loose, create problems or game-alarming noise. The two patented, exclusive mercury capsules provide that extra degree of stability. It is the fine edge that puts your arrow through that small hole in the brush. The Marauder is clean and smooth shooting, with extra power and heavy punch on long yardage situations.

One hunter summed it up. "The only thing better than the Marauder's performance is her looks."

"Rigid-Lock" take down. Controlled Mercury Cushion power.

NO. 7340-0 MERCURY MARAUDER TD

- Length: 60".
- Draw weights at 28". Stocked 40 to 60 lbs.
- Draw limit: None.
- String (brace) height: 7 1/2" to 8".
- Handle: Hand finished imported hardwood.
- Two built-in mercury recoil cushions.
- Pistol grip. Rigid lock aluminum alloy knuckles.
- Arrow rest: Quiet carpet.
- Sight window: Center shot, length: 5".
- Limbs: Full working recurve.
- Black Pearsonite fiberglass, reinforced tips.
- Carrying case: Black vinyl. Heavy duty zipper.
- Mole-Soft protective lining.
- Inside pocket for string and accessories.
- String: Custom Dacron, pre-stretched, pre-waxed.
- Bow stringer included.
- Shipping weight: 5 1/2 lbs.
- Specify draw weight, and right or left hand.



Steel cartridge partly filled with mercury. When the arrow is released and the limbs snap forward, the mercury explodes within each cartridge, then instantly returns to its original form, absorbing vibration and reducing torque. (see page 28)

Available 40 to 65 lbs.
Allow 30 days for delivery of bows over 60 lbs.



NO. 7340-0
MERCURY MARAUDER TD



For a full color poster of Jim Dougherty and his record cape buffalo, send \$1.00 to Consumer Division, Brunswick Corp., P.O. Box 270, Tulsa, Okla. 74101.



NO. 7346-0
MERCURY HUNTER

mercury hunter

Here is the bow that has met the challenges of the field for years, and came out on top. The superb handling characteristics of the Mercury Hunter have made it a favorite with demanding bowhunters the world over. Controlled mercury cushion power capsules increase heavy arrow cast while forgiving the often erratic releases of tough bowhunting conditions. The Mercury Hunter can't do the job all by itself, but, given a little help, you'll both come out on top. Mercury power puts Pearson Power in the Mercury Hunter. High velocity • Smooth draw • Center shot • Pistol grip Powerful long range penetration.

NO. 7346-0 MERCURY HUNTER

Length: 60".
Draw weights at 28".
Stocked 40 to 60 lbs.
Draw limit: None.
String (brace) height: 7 1/2" to 8".
Handle: Hand finished imported hardwood.
Two built-in mercury recoil cartridges. Pistol grip.
Arrow rest: Beveled edged shelf with quiet carpet rest.
Sight window: Center shot, length: 5".

Limbs: Full working recurve. Brown Pearsonite fiberglass, reinforced tips.
Carrying case: Tan vinyl, double padded insulation, soft flannel lining, inside pocket, heavy duty zipper.
String: Custom Dacron pre-stretched, pre-waxed.
Bow stringer included.
Shipping weight: 5 1/2 lbs.
Specify draw weight, and right or left hand.

Available 40 to 65 lbs.
Allow 30 days for delivery of bows over 60 lbs.

ambusher

Short bows are special bows, designed for the tight situation. Here, the 48" Ambusher is a proven game getter. Ideal for the tree stand bowhunter where quiet maneuverability is the key to success in taking that big white tail buck.

A quick pointer, perfect for that fast shot where you have to shoot where you're looking... right now!

Full power recurved Pearsonite limbs • 48" of powerful maneuverability.

NO. 7360-0 AMBUSER BOW

Length: 48".
Draw weights at 28". Stocked 40 to 55 lbs.
Draw limit: None.
String (brace) height: 8 3/4" to 9".
Handle: Hand finished imported hardwoods.

Arrow rest: Beveled edged shelf with quiet carpet rest.
Sight window: Center shot. Length 4".
Limbs: Full working recurve, Gray Pearsonite fiberglass. Reinforced tips.
String: Custom Dacron, pre-stretched, pre-waxed. Bow stringer included.
Shipping weight: 3 lbs.
Specify draw weight, and right or left hand.



NO. 7360-0
AMBUSER BOW



Exotic nyala taken in Mozambique by Jim Dougherty and the Raider.

raider

Here's 58" of rugged power in a hunting bow that shoots just as great as it looks. The new Pearson phenolic handle riser provides stability that pays off on those long shots. Features powerful limb design that releases energy usually found only in longer bows. The Raider, proven from Africa to Alabama, has been called the "equalizer" when put to the final, game getting test.

Perfect form-fit handle for any grip. Super speed in a stable limb design.

NO. 7350-0 RAIDER

Length: 58".
 Draw weights at 28".
 Stocked 40 to 55 lbs.
 Draw limit: None.
 String (brace) height: 8 3/4" to 9 1/4".
 Handle: Hand finished black phenolic and imported hardwood. Pistol grip.
 Arrow rest: Beveled edged shelf with quiet carpet rest.

Sight window: Center shot.
 Length 4 1/4".
 Limbs: Full working recurve. Black Pearsonite fiberglass. Reinforced tips.
 String: Custom Dacron, pre-stretched, pre-waxed.
 Bow stringer included.
 Shipping weight: 4 1/2 lbs.
 Specify draw weight.
 Right hand only.

NO. 7350-0 RAIDER



ben pearson hunter

One of the world's most popular and best selling hunting bows. Designed by Ben Pearson professionals with the hunter in mind who needs short bow handling comfort with big bow punch. From back pack bowhunts to close cramped blinds, this 52" Zebra wood beauty from Ben Pearson does it all.

- Exotic Zebra wood handle • New comfortable handle grip.
- Smooth draw • Powerful, black Pearsonite limbs.

NO. 7329-0 BEN PEARSON HUNTER BOW

Length: 52".
 Draw weights at 28". Stocked 40 to 55 lbs.
 Draw limit: None.
 String (brace) height: 7 1/2" to 8 1/4".
 Handle: Hand finished imported Zebra wood. Pistol grip.
 Arrow rest: Beveled edged shelf with quiet carpet rest.
 Sight window: Center shot. Length 4".
 Limbs: Full working recurve. Black Pearsonite fiberglass, reinforced tips.
 String: Custom Dacron pre-stretched, pre-waxed. Bow stringer included.
 Shipping weight: 3 1/4 lbs.
 Specify draw weight, and right or left hand.

NO. 7329-0
 BEN PEARSON HUNTER BOW

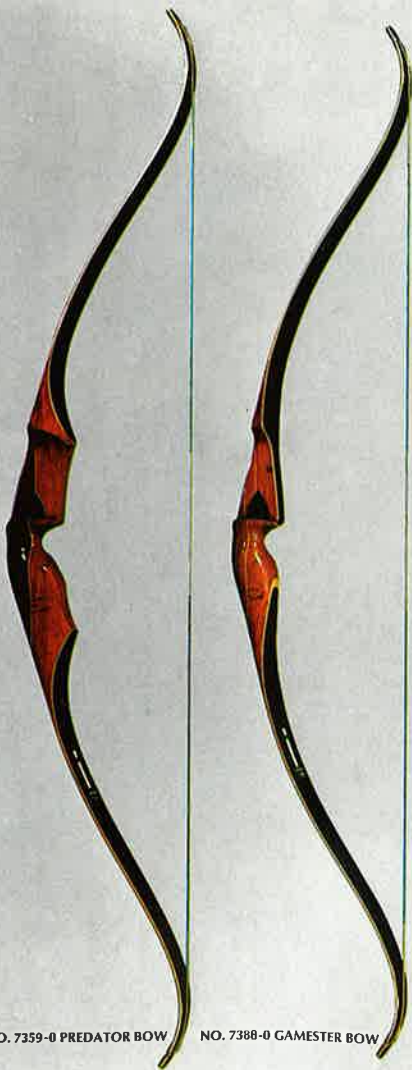
predator

You want to spend more time in the field and lengthen your hunting season. You want to give bowhunting a try but you're not yet sure which bow to buy. Here's the one the "pros" recommend. It's tough with smooth good looks, full recurved, center shot and with an all purpose handle to fit any grip. The Predator is your best ticket to exploring the world of bowhunting.

- Semi-pistol grip handle with comfortable thumb rest.
- Reinforced tips. • Brown Pearsonite fiberglass limbs.

NO. 7359-0 PREDATOR BOW

Length: 58".
Draw weights at 28". Stocked 40 to 55 lbs.
Draw limit: None.
String (brace) height: 7 1/4" to 8 1/2".
Handle: Hand finished, imported Bubinga and Freijo.
Arrow rest: Beveled edged shelf with quiet carpet rest. Sight window: 4 1/2".
Limbs: Full working recurve. Brown Pearsonite fiberglass, reinforced tips.
String: Custom Dacron pre-stretched, pre-waxed. Bow stringer included.
Shipping weight: 4 1/2 lbs.
Specify draw weight, and right or left hand.



NO. 7359-0 PREDATOR BOW

NO. 7388-0 GAMESTER BOW

gamester

Whether you want to stalk deer on the sage brush flats or practice bowhunting technique on jack rabbits, it's time to buy your first laminated bow. The Gamester is the bow designed to show you the way. Power plus for any hunting with extra shooting comfort in the form fit handle. The 56" lightweight design is perfect for powerful performance in the shorter draw lengths. Packs the punch to drop a coyote or tag a buck. The Gamester starts you in the footsteps of the world's great bowhunters.

- Lightweight • Compare and save... the best 56" bow value on the market

NO. 7388-0 GAMESTER BOW

Length: 56".
Draw weights at 28". Stocked 40 to 55 lbs.
Draw limit: None.
String (brace) height: 7 1/2" to 8 1/2".
Handle: Hand finished, imported Bubinga and hardwoods.
Arrow rest: Beveled edged shelf with quiet carpet rest.
Sight window: Center shot. Length 4 1/4".
Limbs: Full working recurve. Black Pearsonite fiberglass.
String: Custom Dacron, pre-stretched, pre-waxed.
Bow stringer included.
Shipping weight: 3 1/2 lbs.
Specify draw weight, and right or left hand.



BOLT DISPLAY PACKS

Attractive self-display carton contains 36-14" bolts.
NO. 2056-9
STANDARD PACK:
1 dozen each of Target, Blunt and Hunting bolts.



BOLTS

TARGET NO. 2052-2-1 dozen
NO. 2052-9-3 dozen

BLUNT NO. 2184-2-1 dozen
NO. 2184-9-3 dozen

HUNTING NO. 2196-2-1 dozen
NO. 2196-9-3 dozen

FISHING Solid glass shaft, rubber vane, double barbed
NO. 2790-9-3 dozen
NO. 2791-9-Card of two.



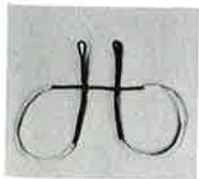
NO. 5205-0 BOWSTRINGER

250 lb. tensile strength Nylon, with aluminum alloy caps. The only bowstringer designed specifically for a crossbow.

the classic crossbow set

NO. 1050-3- One complete set with all the features to attract happy converts to the exciting sport of crossbow shooting... powerful 90 pound draw, adjustable front and rear sights, positive trigger block safety catch, steel trigger guard and trigger release, complete illustrated instructions.

1. Walnut stained hardwood stock with high gloss finish and handsome checkered pistol grip, includes metal foot stirrup for easy cocking.
2. 23" high carbon steel limb with tough black oxide finish.
3. Three bolts-1 each of blunt, target, hunting. Made of Port Orford Cedar with die cut fletching and color dipped shafts, plated steel nock caps.
4. Leather-textured vinyl quiver, with belt loops.
5. Heavy duty Dacron bow stringer with Nylon wrapped loops.
6. 250 lb. tensile strength Nylon bow stringer with rugged aluminum alloy caps.



NO. 6305-0 BOW STRING
100 lb. heavy duty Dacron string with Nylon wrapped loops.



NO. 8600-0 QUIVER
Durable combination of leather and vinyl, includes belt loops for easy carrying.



NO. 2815-0 FISHING REEL/LINE
Reel is water and sun proof ABS plastic, clips on foot stirrup. 75 foot, 75 lb. test Nylon line.





lord mercury

Year after year, the Lord Mercury has proved itself where it counts... on the championship line, on the Number One target and right on the money for the professional shooter. It's the first choice of many top tournament competitors, including the 15 "pros" on the Ben Pearson Tournament Advisory Staff.

The 1972 Lord Mercury's new handle riser configuration is designed to meet the challenging and varied requirements of today's shooting styles. Powerful, stable, ultra fast limbs coupled with our exclusive mercury capsules give you a smooth shooting extra edge. The winner's edge.

NO. 7176-0 LORD MERCURY, 66", INCLUDING CASE

NO. 7177-0 LORD MERCURY, 70", INCLUDING CASE

Length: No. 7177 (147.8 cm), No. 7176 (167.6 cm)

Draw weights at 28". Stocked 30 to 45 lbs. Draw limit: None. String (brace) height: 7 1/2" to 8 1/4".

Handle: Hand finished, East India rosewood, with contrasting laminates.

Arrow rest: Bi-radial, beveled edge shelf with adjustable rest.

Sight window: Center shot. Length 8". Sight attachable front or back.

Limbs: Full working recurve. White Pearsonite fiberglass, reinforced tips.

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

String: Custom Dacron pre-stretched, pre-waxed. Bow stringer included.

Mercury stabilizer: Optional extra. Handle tapped for it. (see page 28)

Shipping weight: 70" - 9 lbs., 66" - 8 1/2 lbs. Specify draw weight, and right or left hand.



NO. 7176-0
66"

NO. 7177-0
70"



contender

This is archery's first gold medal year in the Olympics! Many U.S. archers are looking ahead to the excitement of 1972's biggest competition. Others are setting their sights on the thrilling challenge of indoor competition. Whether the goal is a gold medal or cold cash, the all new Contender is ready to put you in contention. Designed for pin point accuracy, this 68" hot shot has been engineered to give you the greatest performance at minimum investment. The full 7 1/2" sight window complements any shooting style. Long stable limbs generate flashing power. Install a Mercury stabilizer and just try to keep them out of the center. The Contender is going to put a lot of archers in the winner's circle. You, too.

NO. 7185-0 CONTENDER BOW

Length: 68". Draw weights at 28". Stocked 30 to 45 lbs.

Draw limit: None. String (brace) height: 7 1/2" to 8 1/4".

Handle: Hand finished Pistol grip. Tapped for Mercury stabilizer.

Arrow rest: Bi-radial shelf with Teflon tabbed rest. Sight window: 7 1/2". Limbs: Full working recurve.

White Pearsonite fiberglass. String: Custom Dacron, pre-stretched, pre-waxed.

Shipping weight: 4 1/2 lbs. Specify draw weight, and right or left hand.

NO. 7185-0 CONTENDER BOW



ben pearson all purpose bows

The fine performance, top value line of proven sellers.

THE COLT

Extra length and stabilizer design gives the Colt more stability and smoothness than any other bow in its price range.

NO. 7070-0 COLT

Length: 62".
Draw weights at 28": 30 to 55 lbs.
Recommended draw for perfect performance: 26" to 30".
String (brace) height: 7 1/2" to 8 1/4".
Handle: Solid imported Olla.
Semi-pistol grip.
Arrow shelf: Bi-radial.
Arrow rest: Leather tabbed Teflon true-flight.
Limbs: Full working recurve. Pearsonite fiberglass, White under 40 lbs.
Brown over 40 lbs.
Sight window: Center shot. Length 6 1/2".
Shipping weight: 3 lbs.
Specify bow weight, and right or left hand.

THE COUGAR

The extra length of the Cougar makes it a smooth shooting hunting bow.

NO. 7050-0 COUGAR HUNTING BOW

Length: 62".
Draw weights at 28": 30 to 55 lbs.
Recommended draw for perfect performance: 26" to 30".
String (brace) height: 7 1/4" to 8".
Handle: Solid imported hardwoods.
Semi-pistol grip.
Limbs: Full working recurve. Brown Pearsonite fiberglass.
Sight window: Center shot. Length 6 1/2".
Leather arrow plate.
Arrow rest: Quiet carpet.
Shipping weight: 2 1/2 lbs.
Specify bow weight, and right or left hand.

THE VARSITY

This bow has all the fine features of fiberglass lamination and center shot design at an unbelievably low price.

NO. 7120-0 VARSITY

Length: 60".
Draw weights at 28": 25 to 45 lbs.
Recommended draw for perfect performance: 24" to 28".
String (brace) height: 6 3/4" to 7 1/2".
Handle: Select imported hardwoods.
Arrow plate and rest: Quiet carpet.
Limbs: Recurve. Pearsonite fiberglass.
Sight window: Center shot. Length 5 1/4".
Shipping weight: 2 lbs.
Specify bow weight, and right or left hand.

THE BRONCO

Designed like Dad's, it's the perfect gift with the perfect fit for little guys and gals.

NO. 7010-0 BRONCO BOW

Length: 48".
Draw weights at 26": Stocked 25 to 35 lbs.
Draw limit: 27".
String (brace) height: 6 1/4" to 7".
Handle: Selected imported hardwoods.
High gloss finish. Semi-pistol grip.
Sight window: Center shot. Length 4".
Limbs: Recurve. Pearsonite fiberglass.
String: Custom Dacron, pre-stretched, pre-waxed.
Shipping weight: 1 1/2 lbs.
Specify draw weight, and right or left hand.

THE PONY

Features arrow rests on both sides for right or left hand shooting.

NO. 7020-0 PONY

Length: 60".
Draw weights at 28": 20 to 35 lbs.
Recommended draw for perfect performance: 24" to 28".
String (brace) height: 6 1/2" to 7 1/2".
Handle: Solid Imported hardwoods, with Delrin arrow rests both sides, for right or left hand.
Limbs: Semi-recurve. Pearsonite fiberglass.
Shipping weight: 2 lbs.
Specify bow weight.

THE MAVERICK

Best bow for children. Shoots right or left hand.

NO. 7196-0 MAVERICK

Length: 46".
Draw weights: approx. 17 lbs.
Handle: Solid imported hardwoods, with Delrin arrow rest on both sides, for right or left handed.
Limbs: Pearsonite fiberglass.
Shipping weight: 1 3/4 lbs.



NO. 7070-0 COLT,



NO. 7050-0 COUGAR HUNTING BOW



NO. 7120-0 VARSITY



NO. 7010-0 BRONCO BOW



NO. 7020-0 PONY



NO. 7196-0 MAVERICK

ben pearson fiberglass bows

NO. 3360-0 52" BOW IS A SUPERB HUNTER

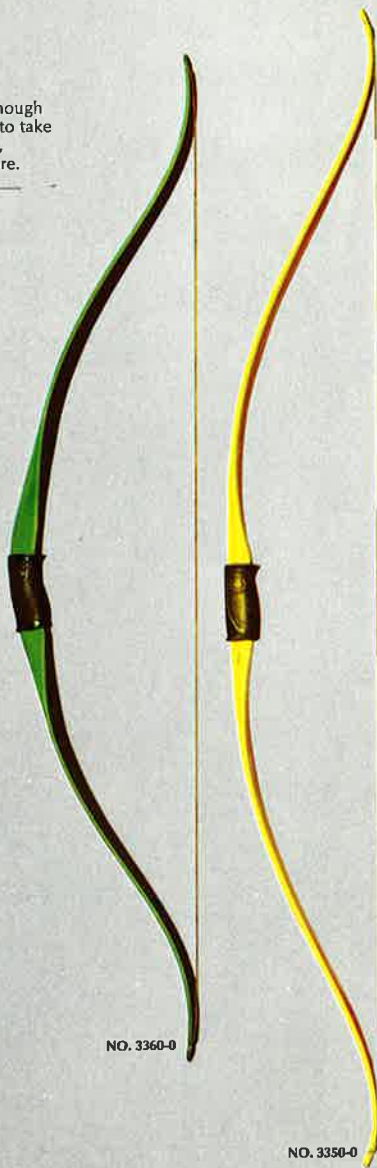
40 to 50 pounds of striking power, concentrated in a 52" bow . . . short enough to maneuver in tight positions . . . long enough for impact and accuracy to take big game. Its one-piece, solid fiberglass construction defies rain, snow, desert heat and roughing in the woods. Subdued color blends with nature.

Length: 52"
Draw weights at 28": 40 to 50 lbs.
String (brace) height: 7 1/2" to 8 1/2".
Handle: injection-molded heavy duty Vinyl, sculpture-designed for natural fit in the hand, and non-slip textured.
Limbs: Full working recurved.
String: custom Dacron, pre-stitched, pre-waxed.
Shipping weight: 3 lbs.
Specify draw weight.

NO. 3350-0 60" HUNTING AND FIELD BOW

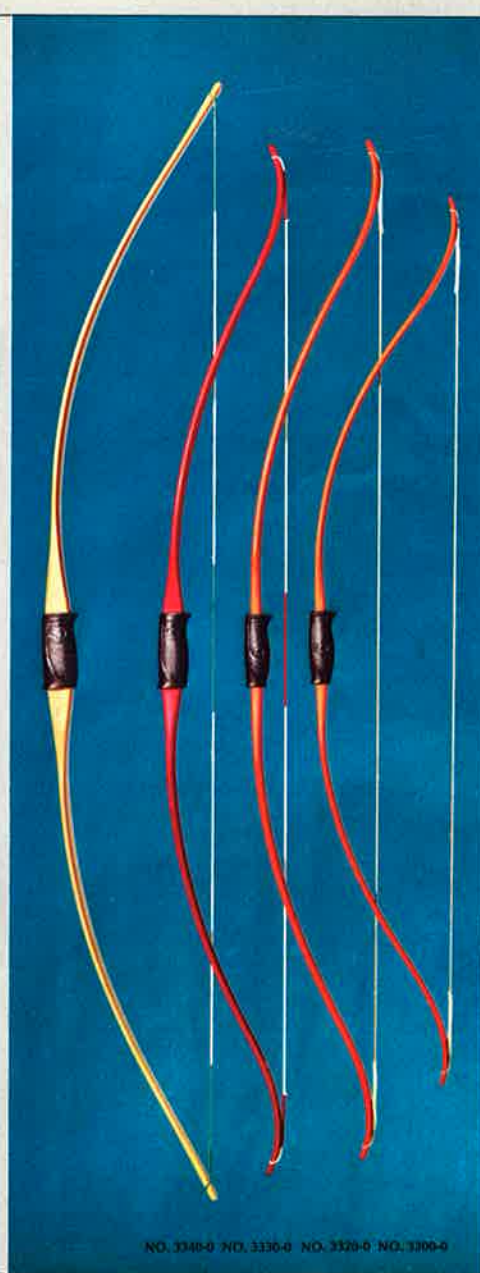
The new non-slip handle has arrow rests on both sides, for right or left handed archers. Draw weights at 28" are all the way from 25 to 50 lbs. so that a man, woman or child can have the right bow.

Order all fiberglass bows in multiples of 6.



NO. 3360-0

NO. 3350-0



NO. 3340-0 NO. 3330-0 NO. 3320-0 NO. 3300-0

No. 3340-0 FOR CAMPS AND SCHOOLS

Length 60". For right or left handed archers.
Weights 20, 25, 30, 35 lbs. at 28".
Straight limb design. Ship. wt. 1 lb. 4 oz.

NO. 3330-0 INTERMEDIATE BOW

Length 54". Sight window. Right hand only. Weight approximately 25 lbs. at 24". Ship wt. 1 lb.

No. 3320-0 JUNIOR BOW

For boys and girls, left or right handed.
Length 54". Weight approximately 20 lbs. at 24".
Ship. wt. 8 oz.

No. 3300-0 BEGINNER'S BOW

For left or right handed boys and girls.
Length 48". Weight approximately 15 lbs. at 22".
Ship. wt. 7 1/2 oz.



ben pearson hunting arrows

A-THE TRACERTM

Brilliant fluorescent crest and feathers flash from your bow like a fire arrow, vivid colors to you, but grey to animals. You can see your hits. A lost arrow is easier to find. Deluxe Port Orford cedar, matched within 5 grains, in 5 lb. spine increments for 40 to 60 lbs, bows, 29" or 30" length. Convenient Indx nocks. Comes in folding carrying case for lasting protection.

NO. 2153-1 (half-dozen) with Deadhead point.

B-FULL LENGTH MATCHED CEDAR

Standard cedar shaft is full 31" length and not tapered. You cut to your own special length, paint your own crest if you want a crest, and put on the point you prefer. The shaft is painted full length, olive for the hunter who wants a camouflaged arrow, Indx nocks. Matched in 5 lb. spine increments for 40 lb. to 60 lb., bows. Specify weight. Available in one weight per shipper.

NO. 2190-5 no point, not tapered, Half gross pack.

C-DELUXE MATCHED CEDAR

Hand selected Port Orford cedar shafts, painted full length, colorful brush crest, long 5" fletching. Matched within 5 grains, in 5 lb. spine increments for 40 lb. to 60 lb. bows 29" and 30" lengths, Indx nocks.

NO. 2160-2 (dozen) no point, Full length.

NO. 2165-1 (half dozen) with Deadhead point.

NO. 2161-1 (half dozen) with Razorhead point.

D-STANDARD MATCHED CEDAR

Shaft, painted full length, colorful brush crest. The popular choice of bow hunters. Matched in 5 lb. spine increments for 40 lb. to 60 lb., bows, 29" length, Indx nocks.

NO. 2144-1 (half dozen) with Arrowmate 4-Blade.

NO. 2144-2 (dozen) with Arrowmate 4-Blade.

NO. 2145-1 (half dozen) with Deadhead point.

NO. 2145-2 (dozen) with Deadhead point.

NO. 2149-1 (half dozen) with Super Hillbre 4-Blade.

NO. 2149-2 (dozen) with Super Hillbre 4-Blade.

E-MERCURY XX-80 PEARSON-FASTON ALUMINUM HUNTING ARROW

The new XX-80 shaft has been developed for the many hunters who want the finest precision money can buy when they take aim at that trophy buck. The anodized green finish blends with surroundings and does not reflect sunlight. 5" fletching has parabolic trim. Indx type speed nocks.

XX-80 arrows are precisely matched in 5 lb. spine increments, 40 lbs. to 65 lbs., 29" or 30". Available only from Ben Pearson.

NO. 2610-1 (half dozen) with Deadhead point.

NO. 2612-1 (half dozen) with Razorhead point.

NO. 2614-1 (half dozen) no point, 5" inserts included. Full length only.

F-MATCHED "MICRO-FLITE" FIBERGLASS HUNTING ARROW

Enjoy "Micro-Flite" precision in your hunting arrows. 5", parabolic trimmed, fletching and brush crest. Matched within 5 grains in 5 lb. spine increments for 40 to 60 lbs.

NO. 2760-1 (half dozen) no point, 5" inserts included. Full length only.

NO. 2760-2 (dozen) no point, 5" inserts included. Full length only.

NO. 2761-1 (half dozen) with Razorhead point, 29" or 30".

NO. 2765-1 (half dozen) with Deadhead point, 29" or 30".

G-NEW FIBERGLASS "WOODSMAN" HUNTING ARROW

New Pearson "Woodsmen" fiberglass arrow, combines precision of fiberglass with complete camouflage. Olive drab shafts available with "Pearson Deadhead" or Razorhead in 5 lb. spine increments for 40 to 60 lbs. 29" only.

NO. 2755-1 (half dozen) with Deadhead point.

NO. 2750-1 (half dozen) with Razorhead point.

H-SWIVEL BARBED BOWFISHING ARROW

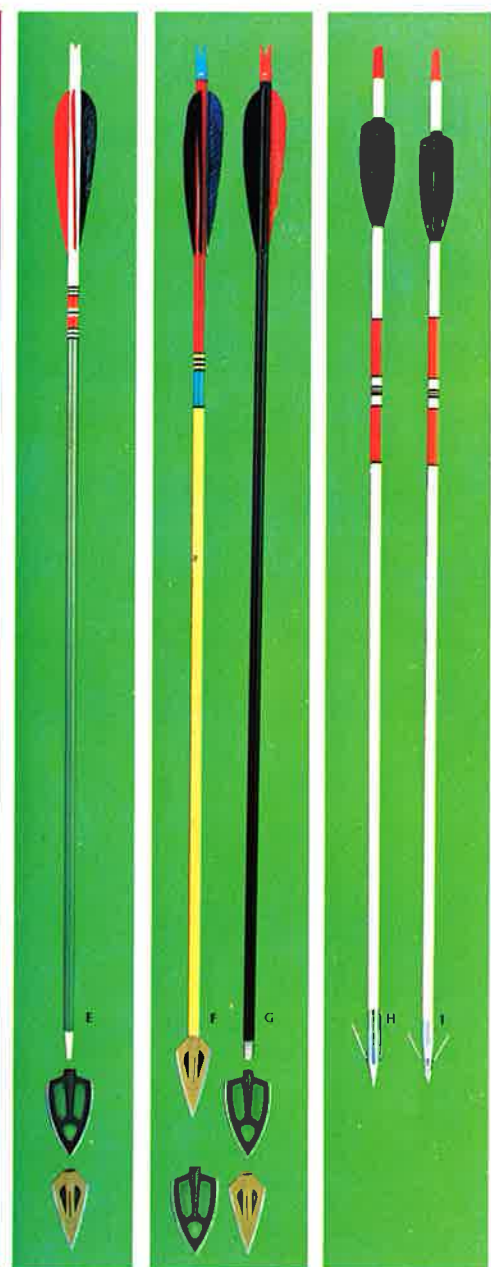
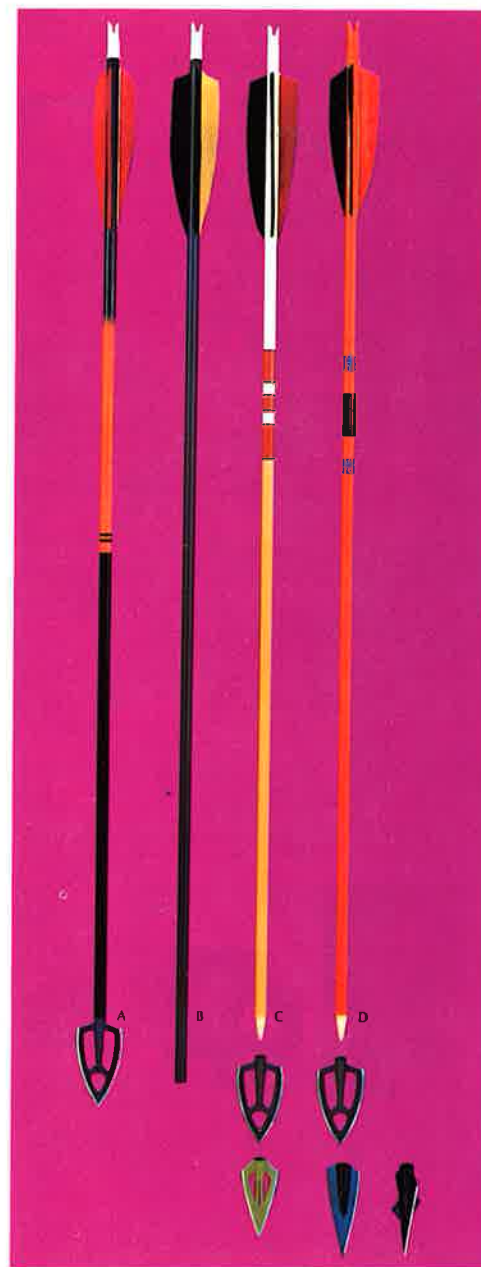
Durable solid glass shaft with rubber vanes, has the weight to penetrate deeply into water. With popular swivel-barbed point which can be turned for easy withdrawing from fish. Two-color brush crest.

NO. 2700-0 each in new, easy to display package.

I-DOUBLE BARBED BOWFISHING ARROW

Double-barbed harpoon point unscrews for easy withdrawal of the shaft from fish. Durable solid glass shaft with rubber vanes has the weight to penetrate deeply into water. Two-color brush crest.

NO. 2770-0 each in new, easy to display package.





2151-2

2120-1
2120-22110-2
2110-5

2100-5

2125-9

ben pearson field arrows

THE TRACER™

Same arrow and weights as No. 2153-2 on Page 16, fitted with weighted field pts. 28" or 29" lengths.

NO. 2151-2 — one dozen in carrying case.

DELUXE MATCHED CEDAR ARROW

Same arrow and weights as No. 2140-2 on Page 16, fitted with weighted field pts. 28" or 29" lengths.

NO. 2120-1 — one half dozen.

NO. 2120-2 — one dozen.

STANDARD MATCHED FIELD ARROW

Same arrow and weights as No. 2140-2 on Page 16, fitted with field pts. 28" and 29" lengths.

NO. 2110-2 — one dozen.

NO. 2110-5 — one half gross display pack.

ECONOMY FIELD ARROW

A quality cedar arrow recommended for beginners. 4" field fletching with non-skid field point. 28" length. Our best selling field arrow.

NO. 2100-5 — one half gross display pack.

MATCHED CEDAR FLU-FLU ARROW

New radial fletch permits high velocity at short ranges, then quick drop for easy recovery in case of a miss. Matched in 5 pound increments for 40 to 50 pound bows. 29" length, blunt point for small game.

NO. 2125-9 — 4 arrow pack.

WHEN ORDERING ARROWS: Specify bow weight and arrow length. All Pearson arrows are made and measured according to A.M.O. Standards (Page 23).



ben pearson target arrows

ALUMINUM

MERCURY XX-80

With Easton XX-80 anodized aluminum shafts developed exclusively for Ben Pearson. Satin-gold finish with parabolic trimmed fletching and Bjorn no-slip nocks give the XX-80 a distinctive, bold look. Closely matched, spined in 5 lb. spine increments for bows 25 to 50 lbs. See chart for sizes available.

NO. 2605-1 — one half dozen.

NO. 2605-2 — one dozen.

THE PEARSON "2600"

Easton tournament shafts specially processed to Ben Pearson specifications, matched within 3 grains. Brush crest, spiral fletching, index nocks. See chart for sizes available.

NO. 2600-1 — one half dozen.

NO. 2600-2 — one dozen.

FIBERGLASS

PEARSON "MICRO-FLITE"

Indestructible Micro-Flite won't bend, dent, warp, or corrode. Fitted with popular Bjorn nocks to give you the ultimate precision available in a fiberglass arrow. Matched within 3 grains. See chart for sizes available.

NO. 2740-1 — one half dozen.

NO. 2740-2 — one dozen.

PORT ORFORD CEDAR

MATCHED CEDAR

No. 1 choice of schools and colleges. Matched within 3 grains and spined in 5 lb. increments. See charts for sizes available.

NO. 2070-2 — one dozen.

SELECT PRACTICE ARROW

For bows under 40 lbs. Colorful 3 band crest. 28" length.

NO. 2010-2 — one dozen.

NO. 2010-5 — one half gross in display pack.

PRACTICE ARROW

First choice of beginners. Equipped with unique bullet type target point. For bows under 40 lbs. Packed all 28" or in Standard Pack of 1/3-24", 1/3-26", 1/3-28".

NO. 2000-5 — one half gross display pack.

NO. 2000-6 — one gross display pack.

ECONOMY ARROW

Popular priced beginners arrow for bows under 40 lbs. Packed all 28" or in Standard Pack of 1/3-24", 1/3-26", 1/3-28".

NO. 2020-5 — one half gross display pack.

NO. 2020-6 — one gross display pack.

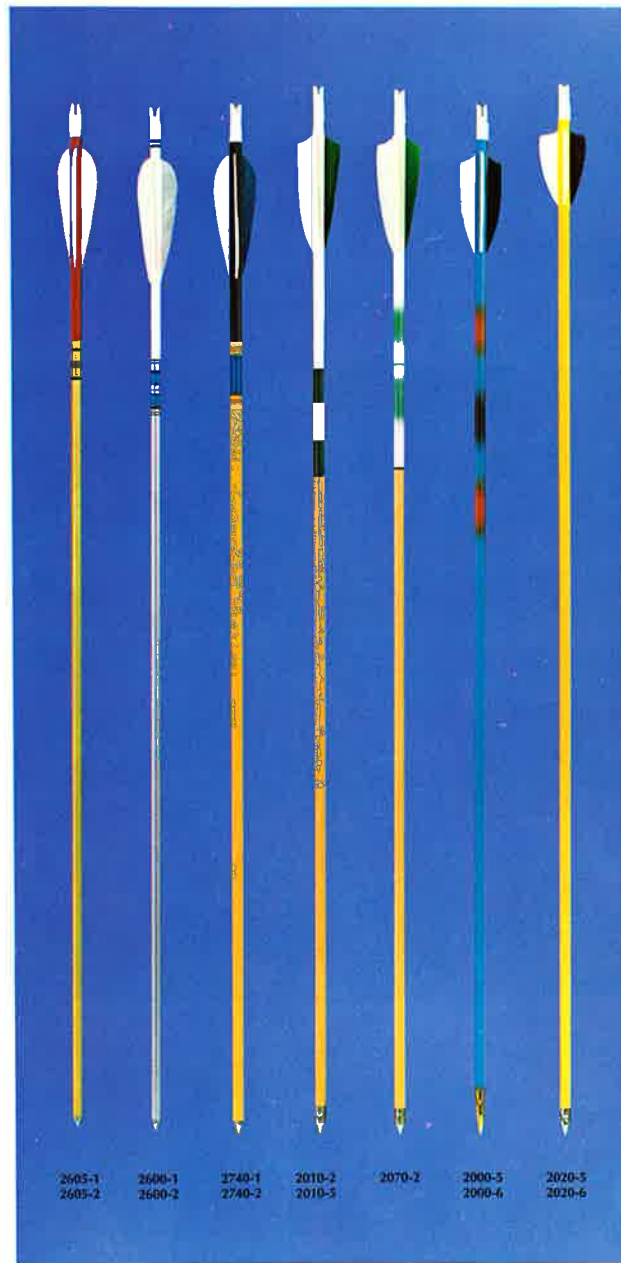


Length and Weight Combinations for 2605, 2600, 2740 and 2070* Arrows

Bow Weights	Lengths		
	26"	28"	29"
25-30 lbs.	X		X
30-35 lbs.	X	X	X
35-40 lbs.	X	X	X
40-45 lbs.	X	X	X
45-50 lbs.	X	X	X

X - Available

*No. 2070 not available in full length

2605-1
2605-22600-1
2600-22740-1
2740-22010-2
2010-5

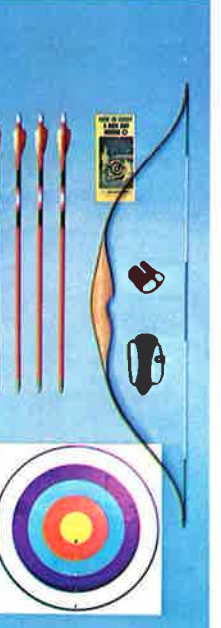
2070-2

2000-5
2000-62020-5
2020-6

ben pearson
laminated bow sets



ben pearson
fiberglass bow sets



NO. 7590-3 COUGAR HUNTING SET
A complete set for men and women, ready to shoot. No. 7050-0 Cougar bow, weights 40 to 50 lbs. Four 28" standard matched Port Orford cedar arrows with Ben Pearson "Deadhead" points. New Ben Pearson molded silent bow quivers. Leather shooting tab. Armguard. Full-color animal target face. Ben Pearson's booklet, "Secrets of Successful Bow Hunting." Shipping weight 6 lbs. Specify bow weight.
Available right hand only.

NO. 7570-3 VARSITY ADVANCED SET
Recommended for advanced students, schools, camps and youth groups. No. 7120-0 Varsity Bow; 25 to 35 lbs. Six 28" matched Port Orford cedar target arrows. Leather shooting tab. Armguard. Belt type quiver. Bow sight, Tox Nox nocking points. Four color standard round target face. Ben Pearson's booklet, "How to Shoot a Bow and Arrow." Shipping weight 6 lbs. Specify bow weight.
Available right hand only.

NO. 7530-3 BRONCO SET FOR JUNIOR HUNTERS
Designed for boys and girls age 8 to 12. It includes the No. 7010-0 Bronco bow, 25 to 35 lbs. Three 26" cedar arrows with blunt points. Armguard with elastic straps. Shooting tab. Ben Pearson molded bow quivers to hold five arrows. One full-color animal target face. The booklet, "How to Shoot a Bow and Arrow." Shipping weight 2 lbs. 8 1/2 oz. Specify bow weight.
Available right hand only.

NO. 7560-3 MAVERICK SET
Just what you need to start your son or daughter out right. It comes complete with the new No. 7196-0 Maverick bow (approx. 17 lbs.) for right or left handed beginners. Four cedar target arrows. Vinyl armguard. Shooting tab, target face. Ben Pearson's booklet "How to Shoot a Bow and Arrow." Shipping weight 3 1/2 lbs.



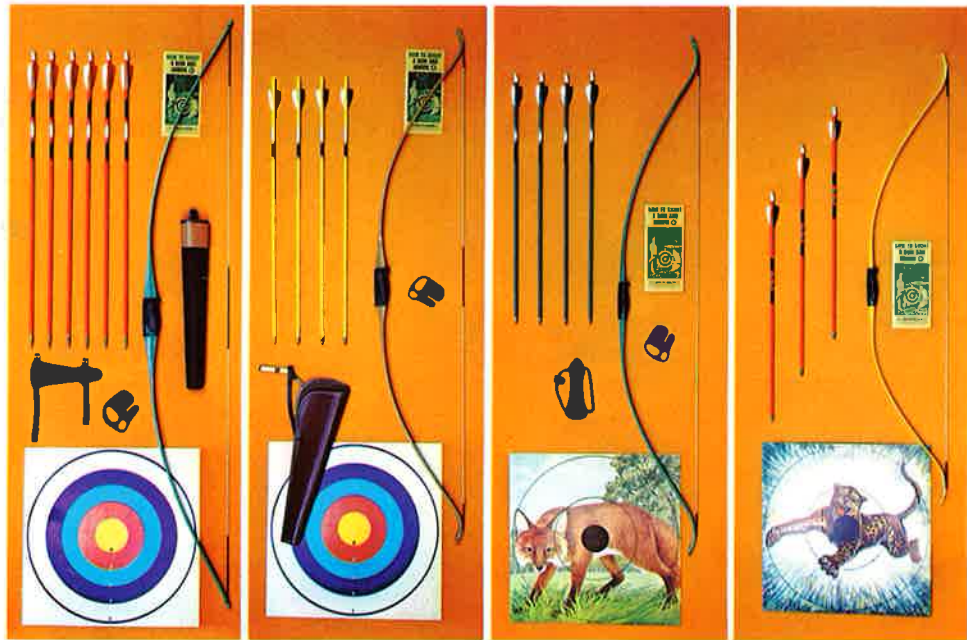
Ben Pearson's full line of archery sets is designed to meet the needs of beginning archers of all ages and is attractively presented in easy to display, self-selling packages. Sets are protected by heavy-duty, pilfer-resistant film. Prominently featured is Ben Pearson's bold new trademark, now widely recognized by consumers as a result of our extensive national advertising.

NO. 3770-3 52" BOW HUNTING SET
A complete starter outfit, ready for hunting. It includes the powerful, new, indestructible No. 3360-0 52" hunting bow, in draw weights 40 to 50 lbs. Four 28" matched cedar arrows with Ben Pearson "Deadhead" points. Molded silent bow quiver. Top grain cowhide shooting tab. Heavy duty hunting armguard. Full-color deer target face --- and Ben Pearson's valuable booklet, "Secrets of Successful Bow Hunting." In attractive, plastic-sealed gift package. Shipping weight 4 lbs. Specify bow weight.

NO. 3780-3 60" BOW HUNTING SET
No. 3350-0 60" fiberglass bow with new molded non-slip handle, and dual rests for right and left-handed archers. Draw weights 40 to 50 lbs. Four 28" standard Pearson cedar hunting arrows with broadhead hunting points. Ben Pearson's silent bow quiver. Vinyl armguard. Leather hunting tab. Full-color animal target face. Ben Pearson's booklet, "Secrets of Successful Bow Hunting." Packed in plastic-sealed gift carton. Shipping weight 4 lbs. Specify bow weight.

NO. 3760-3 TARGET/FIELD SET
The perfect all-purpose archery set for men, women or youths, ready for target or field shooting. No. 3350-0 60" fiberglass bow with new molded non-slip handle, has dual arrow rests for right or left handed archers. 25, 30, 35, or 40 lbs. Six 28" cedar arrows with target points, colorfully crested and fletched. Vinyl armguard. Leather shooting tab. Belt quiver for target and field competition. Ben Pearson's booklet "How to Shoot a Bow and Arrow." 4 color round target face. Shipping weight 3 lbs. 3 oz. Specify bow weight.

 **ben pearson**
fiberglass bow sets



No. 3740-3 ADVANCED TARGET SET FOR CAMPS AND SCHOOLS
No. 3340-0 60" fiberglass bow, with new molded, non-slip handle, dual rests for right or left-handed archers, 25, 30, and 35 lbs. Six 28" cedar arrows painted full length, with target points, colorfully crested and fletched, vinyl armguard. Leather shooting tab. Belt quiver for target shooting. 4-color round target face. Ben Pearson's booklet, "How to Shoot a Bow and Arrow." Shipping weight 3 lbs. 8 oz. *Specify bow weight.*

No. 3720-3 INTERMEDIATE SET
A good set for camps, schools and intermediate groups. No. 3330-0 fiberglass 54" bow with sight window, new non-slip handle. Right hand only. Draw weight approximately 27 lbs. at 26". Four 26" cedar practice arrows with target points. Vinyl shooting tab. Belt quiver. One four-color standard round target base. Ben Pearson's folder, "Tips on Shooting." Shipping weight 2 lbs. 8 oz.

No. 3710-3 JUNIOR SET
No. 3320-0 fiberglass 54" bow with new molded, non-slip handle, for right or left handed boys and girls. Draw weight is approximately 20 lbs. at 24". Four 24" cedar practice arrows with target points. Vinyl shooting tab. Vinyl armguard. Full-color animal target face. Ben Pearson's folder, "Tips on Shooting." Shipping weight 1 lb. 5 1/2 oz.

No. 3700-3 BEGINNER SET
No. 3300-0 fiberglass 48" bow with new non-slip molded handle, for right or left-handed boys and girls. Draw weight is approximately 15 lbs. at 22". Three 22" cedar practice arrows with target points. One full-color animal target face. Ben Pearson's folder, "Tips on Shooting." Shipping weight 1 lb. 12 oz.



 **ben pearson**
quivers

A-NO. 8347-0 DELUXE HUNTING QUIVER
Soft brown vinyl, adjustable leather straps, for right or left handed hunters. Vinyl lining lets points drop easily and quietly into quiver. Puncture-proof bottom, two leather dividers, large zipper accessory pocket, holster for knife, file slot, and D-rings for raincoat or jacket.

B-NO. 8370-0 HUNTING QUIVER
Two-division quiver, arrow divider strap. Carries 12 or more arrows. Durable vinyl, adjustable shoulder strap, zipper pocket for accessories.

C-NO. 8470-0 JUNIOR HUNTING QUIVER
SVL 8 gauge claret colored vinyl, adjustable shoulder strap, arrow divider strap. Deep with heavy leather bottom. Wide throat for easy arrow removal.

D-NO. 8344-0 SIDE QUIVER
Fits belt at a comfortable angle, arrows are never in the way. Two snaps fit any belt. Large, easily accessible pocket plus pencil pocket and separate holder for bad arrows. Rawhide in brown, and black belt leather.

E-NO. 8770-0 YOUNG ARCHERS' QUIVER
SVL .05 gauge claret colored vinyl. Has loop for attaching to wearer's belt and heavy puncture-proof bottom. Carries 12 arrows. Finished with decorative cuff.

F-NO. 8780-0 ECONOMY QUIVER
Durable, long lasting, SVL 8 gauge leather colored vinyl. With belt, molded puncture-proof bottom. Carries 12 target arrows or 6 hunting arrows.

G-NO. 8700-0 DELUXE TARGET AND FIELD QUIVER
Western style. Finest top grade vinyl. Soft and pliable yet durable. Two belt clips hold quiver for instant use. Large accessory pocket, arrow divider strap.

H-NO. 8380-0 TARGET & FIELD QUIVER
Top grade vinyl, outer pocket, adjustable straps. Hangs at any angle. Molded puncture-proof bottom, divider strap, wide cut-away throat for easy access to arrows.

I-NO. 9020-0 ADJUST-ON BOW QUIVER
Recently developed by Ben Pearson engineering, it not only is quick and quiet in action, but it is adjustable to fit any size bow. Heavy duty vinyl coated fingers clasp and protect bow limbs. Durable cushion-lined shroud keeps broadheads quiet and sharp. Firm-but-pliable rack holds 6 arrows at your finger tips for instant use.

J-NO. 8520-0 SILENT BOW QUIVER
Soft, molded holders fit over bow limbs securely, can't scratch bow or arrows. No tape, clamps or screws. Slots hold five arrows, ready for instant use.

K-NO. 8530-0 HOODED SILENT BOW QUIVER
Safety is the key in this all new slip on bow quiver from Ben Pearson. Unique broadhead hood design keeps razor sharp blades covered yet ready for instant use. Holds five arrows firmly on any bow. No tape, clamps or screws necessary.

L-NO. 5270-0 GROUND QUIVER—RACK
For expert archers, clubs, schools. Upright rod of quiver is angled so that horizontally hanging bow will not swing against it. Bow rack is removable.

cases

NO. 8500-0 BLACK VINYL BOW CASE
Popular with archers for protection of fine bows. Soft flannel lining, heavy-duty zipper. Fits bows to 68".

NO. 8510-0 FLANNEL BOW CASE
Durable flannel with vinyl top and bottom. String tie, pocket on flap for extra bow-string. Accommodates bows to 68".

NO. 1495-0 TACKLE BOX
Rugged, vinyl covered luggage type case. Polyfoam cushion blocks to protect up to 4 dozen arrows. Separate compartment for quiver and other equipment, 37" x 11" x 6".

gloves, tabs and arm guards

A-NO. 8730-0 DELUXE GLOVE
Cowhide with elastic webbing. Molded tips, V-shaped cutouts, Adjustable wrist strap. Small, medium, large, extra large.

B-NO. 8670-0 ARCHER'S GLOVE
Single-stitch on index finger. Elastic back. Cowhide with soft back, closed-end fingers, adjustable wrist strap. Small, medium, large, extra large.

C-NO. 8720-0 ARCHER'S GLOVE
Top grain cowhide, molded finger tips, adjustable wrist strap. Small, medium, large, extra large.

D-NO. 8706-0 HAIR TAB
String side, sheared calf for clean release. Top, cowhide for finger protection. Small, medium, large. Left or right hand.

E-NO. 8710-0 EASY-ON FINGER TAB
Double thick cordovan leather for comfortable fit. Large, medium, small.

F-NO. 8740-0 WESTERN FINGER TAB
Single thickness cowhide. For lightweight bows. Large, medium, small.

G-NO. 8640-0 HUNTING ARM GUARD
Top grain cowhide, heavy duty, adjustable straps. Concealed spring steel stay. Soft suede lined.

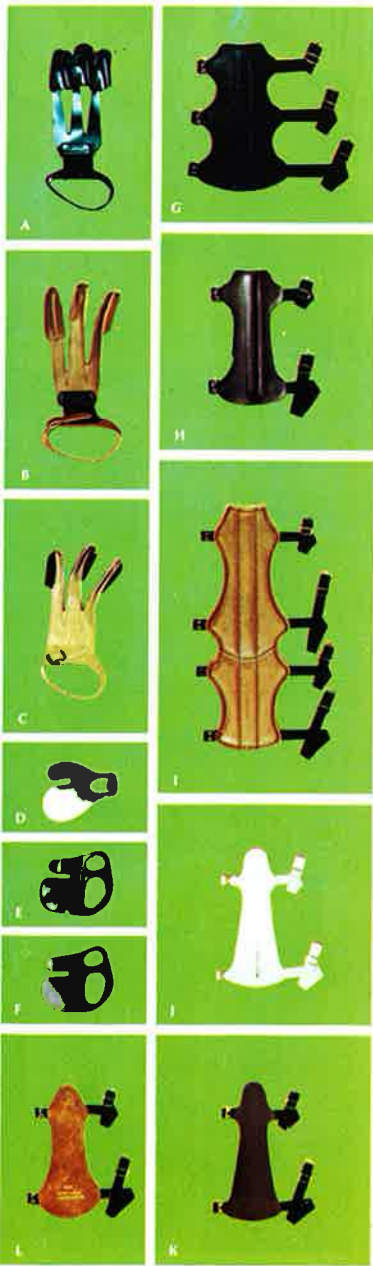
H-NO. 8750-0 SKELETON ARM GUARD
Cowhide with concealed spring steel center stay. Soft suede lined. Two adjustable elastic straps.

I-NO. 8760-0 HUNTING ARM GUARD
Protects entire forearm. Holds camo-shirt out of the way. Advised for beginners. Quality leather, soft suede lined, adjustable arm straps.

J-NO. 8630-0 LADIES' ARM GUARD
White leather, full length steel center stay, adjustable arm straps, suede lined.

K-NO. 8680-0 ARM GUARD
Heavy vinyl reinforced with concealed spring steel center stay. Soft suede lined.

L-NO. 8650-0 ECONOMY ARM GUARD
Made of vinyl and adjustable elastic bands. Soft vinyl lined.



target faces

A-BLACK AND WHITE FIELD FACES ON HEAVY TAG STOCK

NO. 9720-2-6", Ship. wt. 3 oz.
NO. 9730-2-12", Ship. wt. 1 oz.
NO. 9740-2-18", Ship. wt. 1 oz.
NO. 9750-2-24", Ship. wt. 3 oz.

I-INDOOR ROUND ON HEAVY TAG STOCK
NO. 1473-1-16" Ship. wt. 6 oz.

C-BLUE AIAA AND PAA APPROVED INDOOR ROUND
NO. 1463-1-20" Ship. wt. 9 oz.

D-FULL COLOR ANIMAL TARGET FACES

Natural, lifelike, printed on heavy stock... with scoring circles and aiming spots. Packed in poly bags.
NO. 9243-9-6" Squirrel. Ship. wt. 3 oz. 8 per package
NO. 9253-9-12" Bobcat. Ship. wt. 1 oz. 3 per package
NO. 9263-9-18" Fox. Ship. wt. 1 oz. 3 per package
NO. 9273-9-24" Deer. Ship. wt. 3 oz. 2 per package
NO. 9280-9-Complete set of 24 animal target faces. Ship. wt. 1 lb.
NO. 9233-9-16" Square target face on lightweight paper stock. Shipping weight 6 oz. Package of 8.

E-STANDARD 4-COLOR TARGET FACES ON SQUARE HEAVY TAG
NO. 9190-0-48", Ship. wt. 12 oz.
NO. 9180-0-36", Ship. wt. 8 oz.
NO. 9170-0-24", Ship. wt. 4 oz.
NO. 9210-0-16", Ship. wt. 2 oz.

F-SKIRTED HEAVY TAG
NO. 4910-0-48", Ship. wt. 1 lb.
NO. 4810-0-36", Ship. wt. 8 oz.
NO. 4710-0-24", Ship. wt. 2 oz.

SKIRTED SIGN CLOTH
NO. 4130-0-48", Ship. wt. 1 lb. 6 oz.

NO. 4120-0-36", Ship. wt. 12 oz.

NO. 4110-0-24", Ship. wt. 6 oz.



NO. 4530-5 TARGET FACE PIN
Holds faces flat and firmly in place. Prevents loss and damage to target faces. Essential to all up-to-date target and field courses. Card of four. Shipping weight 2 oz.

targets and stands

G-TARGET MATS
Johnson grass target covered with burlap... eliminates litter.
NO. 4680-0-48" Diameter. Ship. wt. 62 lbs.

NO. 4660-0-36" Diameter. Ship. wt. 37 lbs.
NO. 4640-0-24" Diameter. Ship. wt. 18 lbs.

Target prices do not include faces.

RYE GRASS BURLAP COVERED TARGETS
Wound extra tight, highly compressed for longer life. Tournament quality with wood excelsior reinforced center core. (Calif. only)
NO. 4662-0-36" Diameter. Ship. wt. 37 lbs.
NO. 4642-0-24" Diameter. Ship. wt. 18 lbs.

H-NO. 4390-0 METAL TARGET STAND
Compact, easy to use. Simply imbed top ends of legs into mat and clip to target stitching. Adjustable to non-skid angles to reduce loss of arrows. Constructed entirely of metal and treated to prevent rusting, with chain and clip. For 24" and 36" targets. Length folded, 32". Ship. wt. 1 lb. 10 oz.

J-TARGET COVER
Made of heavy duty vinyl... waterproof and not affected by heat or cold. Protects target when not in use.
NO. 4620-0-48", Ship. wt. 4 lbs. 14 oz.
NO. 4610-0-36", Ship. wt. 1 lb. 10 oz.

J-CORRUGATED CARDBOARD TARGETS
Thick layers of rugged, lightweight corrugated cardboard... all in a full-size 4-color target face. May be used satisfactorily with bows up to 40 pounds draw weight. (Sold in multiples of 2 only.)
NO. 9450-0-24", Ship. wt. 5 lbs.

K-WOOD TARGET STAND
Holds target at proper shooting height and angle. Painted for protection against weather.

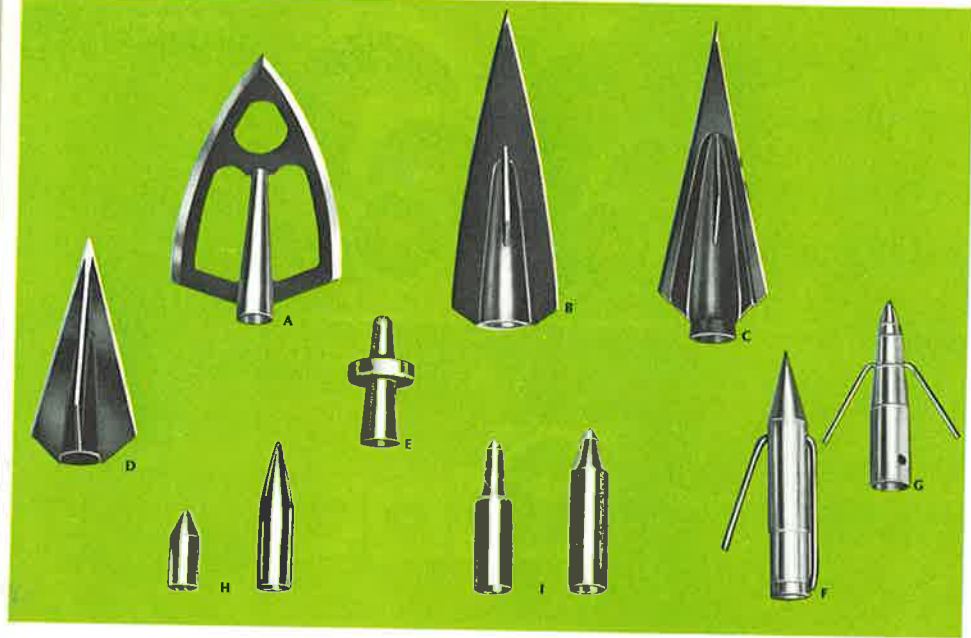
NO. 4020-0-48", Ship. wt. 11 lbs.
NO. 4010-0-36", Ship. wt. 6 lbs. 8 oz.
NO. 4000-0-24", Ship. wt. 3 lbs. 8 oz.

L-NO. 4030-0 WOUND STRAW TARGET
Ideal for young archers. Durable wound straw in 200-pound test corrugated carton with strong steel wire adjustable stand. Size 20" square by 4" thick. Ship. wt. 14 lbs. 8 oz. (Multiples of 3 only.)

M-NO. 9100-0 DO-IT-YOURSELF TARGET
Heavy corrugated paper box with a four-color target face printed on both sides. Fill with paper or straw lightly packed, or newspapers packed flat. Close with gummed tape. A durable, inexpensive target for juniors and beginners using lightweight bows. Ship. wt. 1 lb. 4 oz.

N-NO. 4380-0 DELUXE METAL TARGET STAND
Sturdy tripod with adjustable brackets for large or small targets. Rubber tips on legs permit use on indoor floors. Stand folds down and fits into heavy paperboard box which is handy for carrying and storing. Ship. wt. 2 lbs.





arrow accessories

A-BEN PEARSON'S FAMOUS "DEADHEAD" BROADHEAD HUNTING POINT
Designed by Ben Pearson to maintain flat trajectory without wind-planning. Excellent penetration. High grade cutlery steel. Light but massive and strong. 1 7/8" wide by 2 1/8" Wt. 130 gr. Standard 5" taper. Ship. wt. 2 oz.
NO. 5760-9—3 in Blister Pak
NO. 5760-3—1/2 Gross Pak
NO. 5770-9—(1 1/2" x 3 7/8", 150 gr) 3 in Blister Pak

B-ARROWMATE FOUR-BLADE BROADHEAD HUNTING POINT
Finest grade spring steel, has positive attachment to Nylon ferrule. 1 1/2", weight 125 grs. Ship. wt. 3 oz.
NO. 9940-9—3 in Blister Pak

C-NO. 9850-9 SUPER HILBRE FOUR-BLADE HUNTING POINT
2 1/2" x 1" spring steel blade is reinforced on both sides by special ferrule. It also supports razor inserts which cut 1" incision. Three in blister pak.
NO. 9890-9—(1 1/2" 125 gr.) 3 in Blister Pak
NO. 9860-9—(3/8" 100 gr.) 3 in Blister Pak

D-HI-PRECISION 3-BLADE HUNTING POINT
One of the most popular with bow hunters because of the high penetration of three blades, and it's easy to sharpen. Shipping weight 2 oz.
NO. 9890-9—(1 1/2" 125 gr.) 3 in Blister Pak
NO. 9860-9—(3/8" 100 gr.) 3 in Blister Pak

E-NO. 1710-1 SMALL GAME SHOCKER HEAD
Lightweight, lethal on small game. Precision steel. 115 gr. Standard 5" taper. Packed 1/2 doz. per Blister Pak

F-NO. 9880-0 SWIVEL BARBED FISHING POINT
Its harpoon head hits with maximum penetration. Retractable, swivel-action barb for easy arrow removal. Fits 3/16" shaft. Shipping weight 1/2 oz.

G-DOUBLE BARBED FISHING POINT
Line attaches to lower section of point which unscrews from harpoon head. Ship. wt. 1/2 oz.
NO. 9830-0—For 1/8" shaft
NO. 9870-0—For 3/16" shaft

H-TARGET POINT
Packed in dozens
NO. 9801-2—Parallel target point 3/4"
NO. 9802-2—Parallel target point 3/8" Ship. wt. 1/2 oz.
NO. 9812-2—Bullet target point 3/8" Ship. wt. 1 oz.

I-FIELD POINTS
Packed in dozens.
NO. 9822-2—Parallel non-skid field point 3/4" Ship. wt. 1 oz.
NO. 9823-2—Parallel non-skid field point 1/2" Ship. wt. 1 oz.
NO. 9842-2—Tapered bore, non-skid field point 3/4" Ship. wt. 4 oz.
NO. 9843-2—Tapered bore, non-skid field point 1/2" 125 gr. Ship. wt. 4 oz.



INDX ARROW NOCKS
Most popular nock made! Raised edge enables location of cock feather to be determined by feel. Molded plastic in red, white, blue, yellow, black, green and orange. One dozen per blister pak.
NO. 9650-2—Size 3/4"
NO. 9651-2—Size 5/8"
NO. 9652-2—Size 3/8"
NO. 9653-2—Size 1/2"

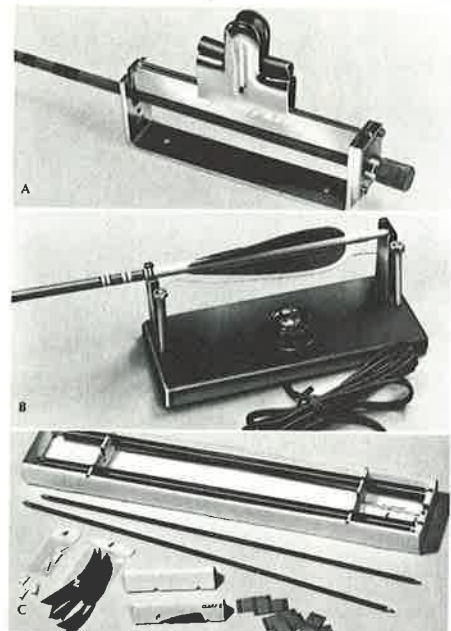


BJORN NOCK
A precision designed nock for the tournament archer who requires uniformity.
NO. 9640-2—Size 3/4"
NO. 9641-2—Size 5/8"
NO. 9642-2—Size 3/8"
Shipping weight 1/2 oz.

NO. 9910-0 CEMENT FOR NOCKS AND FLETCHING
(Not shown)
Waterproof, quick-drying... for attaching feathers and nocks to arrow shaft.

NO. 9550-9 TAPERING TOOL KIT
(Not shown)
A complete tapering tool kit. Includes bushings to fit 1/4", 3/8", 5/8" and 1/2" shafts... all oversize to clear oversize or painted shafts. Shipping weight 2 oz.

NO. 5210-9 BROADHEAD FILE, STONE
(Not shown)
Keeps all hunting points razor sharp. Handy leather sheath with belt slits.



A-NO. 1496-0 FLETCHER
Shaft holder has three-feather and four-feather indexes. Kit includes clamp bar and two auxiliary clamps for gluing.

B-NO. 6380 STRINGS TRIMMER
Comes completely assembled ready to use. Any electric appliance (iron, toaster, etc.) may be plugged in the receptacle shown on base to reduce current to the burning wire. Ship. wt. 10 oz.

C-NO. 9910-3 ARROW MAKING KIT
Shipping carton serves as a jig to hold shafts. Six 28" cedar shafts, target points, tapered to fit nocks. Plastic nocks, die-cut feathers ready to glue, color decals for crests. Clamps for positioning feathers, instruction sheet.

IN-STORE SALES AIDS See your Ben Pearson representative.

NO. 6475-9 BEN PEARSON ACCESSORY RACK

NO. 6465-9 BEN PEARSON STRING ASSORTMENT RACK



bow strings

FOR LAMINATED BOWS
NO. 6380-0—Our best quality string. Made from Custom Dacron with extra large double loops to assure proper fit. Weights and lengths available: Bow weight: 25-35 lbs., 35-45 lbs., 45-55 lbs., 55-65 lbs. Bow length 48", 52", 54", 56", 58", 60", 62", 64", 66", 68", 70", Ship wt.: 1/2 oz.
NO. 6390-0—Camouflaged Custom Dacron strings. Dull olive green for hunting. Two custom weights for bows 40-50 and 50-60 lbs. Specify bow length—48", 52", 56", 58", 60". Ship. wt. 1/2 oz.

FOR FIBERGLASS BOWS
NO. 6320-0—Heavy duty string for fiberglass bows. Small double loop, Dacron. Stocked in the following sizes. 52"—35-45 lbs. / 45-55 lbs. 54"—25-35 lbs. 60"—25-35 lbs. / 35-45 lbs. / 45-55 lbs. Ship. wt.: 1/2 oz.
NO. 6350-0—Standard string. Small double loop, polyester with Dacron served center. Available for 48", 54" and 60" bows under 30 lbs. Specify length. Ship. wt.: 1/2 oz.
NO. 6340-0—Economy string designed to fit all fiberglass bows not exceeding 30 lbs. Single loop, polyester design allows string to be used with any length bow up to 60". Ship. wt.: 1/2 oz.

STOCKING ASSORTMENTS
NO. 6470-9—Custom string assortment, for initial stocking. Contains 24 of our most popular NO. 6380-0. Ship. wt.: 1 lb. 8 oz.

1 1/8" 45-55 lbs.	1 1/8" 35-45 lbs.	3 1/2" 45-55 lbs.	1 1/8" 45-55 lbs.
1 1/2" 35-45 lbs.	1 1/2" 45-55 lbs.	3 1/2" 35-45 lbs.	1 1/2" 45-55 lbs.
3 1/2" 45-55 lbs.	3 1/2" 35-45 lbs.	3 1/2" 45-55 lbs.	3 1/2" 35-45 lbs.

NO. 6450-9—Camouflage string assortment. Sure sellers in any store carrying hunting archery tackle. Consists of 24 most popular NO. 6390-0. Ship. wt.: 1 lb. 8 oz.

two 48", four 52" four 56", six 58" four 60", four 62"

NO. 6465-9 BOW STRING RACK ASSORTMENT
24 each NO. 6350 Standard string (8/48", 8/54", 8/60")

NO. 6320 Heavy Duty Strings for fiberglass bows.

3 1/2" 35-45 lbs.	1 1/2" 25-35 lbs.	3 1/2" 35-45 lbs.
3 1/2" 45-55 lbs.	1 1/2" 25-35 lbs.	3 1/2" 45-55 lbs.

NO. 6380 Strings for laminated bows.

3 1/2" 25-35 lbs.	3 1/2" 25-35 lbs.	3 1/2" 25-35 lbs.
3 1/2" 35-45 lbs.	3 1/2" 35-45 lbs.	3 1/2" 35-45 lbs.

NO. 6390 Camouflaged Strings.

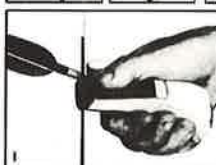
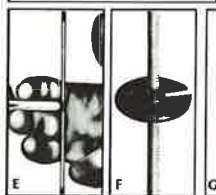
4 1/2" 40-50 lbs.	4 1/2" 50-60 lbs.	4 1/2" 40-50 lbs.	4 1/2" 50-60 lbs.
1 1/2" 40-50 lbs.	1 1/2" 50-60 lbs.	1 1/2" 40-50 lbs.	1 1/2" 50-60 lbs.
1 1/2" 50-60 lbs.	1 1/2" 50-60 lbs.	1 1/2" 40-50 lbs.	1 1/2" 50-60 lbs.

NO. 6475-9 Accessory Rack Assortment.

ACCESSORY RACK ASSORTMENT NO. 6475-9

Quantity	Product No.	Product Description
6	5760-9	Deadhead hunting points (3 in pack)
6	9940-9	Arrowmate hunting points (3 in pack)
6	9050-9	Super Hilbre hunting points (3 in pack)
6	9843-2	Tapered hole field points 11/32" (12 in pack)
6	9802-2	Parallel target points 3/16" (12 in pack)
6	9652-2	5/16" Indx arrow nocks (12 in pack)
6	9663-2	11/32" Indx arrow nocks (12 in pack)
6	1485-9	Kwikkee bow silencers
6	1446-0	Bow stringer
6	1415-0	Para-test
6	1434-9	Arrow nok-locks
6	1447-0	Bow tip protectors
6	1450-0	Cam bow sleeve
6	1891-0	Carpet arrow rest
6	9670-0	Bow scent
6	9270-9	Brush buttons
6	6640-0	Bow string wax
6	9830-0	Double barbed fishing point 11/32"
6	8720-0	Archer's glove (3 medium, 3 large)
6	8740-0	Western finger tab (3 medium, 3 large)
6	8520-0	Silent bow quiver
6	8650-0	Economy armguard
6	9915-0	Hunter's sight
6	8670-0	Archer's glove (3 medium, 3 large)
6	9910-0	Cement for nocks and fletchings
6	8640-0	Hunting armguard

NO. 6640-0 BOW STRING WAX
An archery necessity...prolongs life of bow strings. Ship. wt.: 1/2 oz. 27



bow string accessories

A-NO. 1479-9 TOX-NOX

Neat and efficient. Heat from cigarette shrinks it securely onto string. Gives archer correct nocking point instantly.

B-NO. 1434-9 ARROW NOK-LOKS

Holds arrow firmly on bow string at any tension desired. You're always ready to shoot. Liberates shooting hand, keeps your arrow positioned for every shot. Simple to install... durable rubber.

C-NO. 1485-9 KWIKKEE SILENCERS

Eliminate string "bwang" by dampening vibration. Deer will not "duck" the arrow or locate the hunter by the sound.

D-NO. 1440-9 BOW STRING SILENCERS

Easily attached. Cuts down all string noise. A must for bowhunters.

E-NO. 9780-9 NOCKING POINTS

Reduce finger pinch and provide a smooth, accurate, hair-trigger release. Lightweight nylon tubes can be removed from worn string and used over and over. Shipping weight 1/2 oz.

F-NO. 1488-0 ACTION KISSER BUTTON

Used by many tournament archers to increase accuracy of anchor and add points to score. Practically indestructible. Easily installed on string serving.

G-NO. 1492-0 ACTION PEEP SIGHT

Increases accuracy and improves scores. Inserts in strands of bow string.

H-NO. 9770-9 BRUSH BUTTONS

Dampen string noise. Keep twigs and brush from wedging between string and bow. Soft rubber... easy to install.

I- WILSON STRING RELEASE

Eliminates sore fingers and finger pinch. Ease of release improves scores and gets more game. Specify right or left hand. Shipping weight 8 oz.

NO. 9373-0—Chin Rest Model

NO. 9374-0—Cheek Rest Model

J-NO. 9580-0 BOW STRING SERVER

Easy to use. Simple adjustments. Complete with directions and large spool of heavy duty serving thread. Ship. wt. 4 oz.

K-NO. 1446-0 BOW STRINGER

Makes it easy for anyone to string his bow without danger of twisting its limbs. Fits any bow. For bows up to 75 lbs.



bow accessories

NEW MERCURY-TIP STABILIZER®

Overcomes bow torque and adds points to the score. A capsule of Mercury "heavy-fluid" is sealed inside the barrel tip. On release impact, the Mercury explodes within the capsule, absorbing torque, correcting the archer's grip and release inconsistencies. The "barrel of Mercury" is on a 3/16" x 24" rod of aircraft structural aluminum. It replaces conventional, heavy weights. It's patented and sold only by Ben Pearson. NO. 5240-0—5 ounce, 3/8" x 24" NO. 5230-0—3 ounce, 3/8" x 20"

NO. 9990-0 BOW REEL

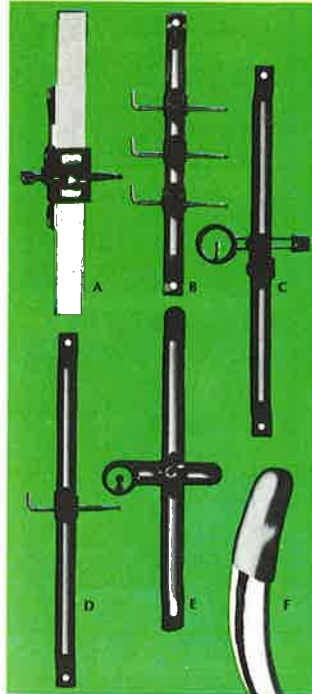
Efficient one-piece reel equipped with spring wire line holder. Easily attached to bow with tape. With 50 feet of 80 lbs. test nylon line. Shipping wt. 4 oz.

NO. 9980-0 BOW FISHING LINE

25 yards of braided nylon line, 75 lbs. test. Spins easily off reel. Ship. wt. 1 oz.

NO. 2810-3 BOW FISHING KIT

Consists of reel, line, barbed fishing arrow and "Tips On Successful Bow Fishing" booklet. Everything you need to shoot any game fish.



bow accessories

A-NO. 1404-0 REYNOLDS BOW SIGHT

Double adjustable. Second adjustment can be made so the tape does not have to be moved. Easily mounted with the short base mount; 1/2" adhesive tape used for calibration... easily and accurately marked. No vibrations.

B-NO. 9915-0 HUNTER'S SIGHT

Three position sight for establishing pre-set yardages. Increases chances of more and better hits. Tape or screw on.

C-NO. 9970-0 FIELD WITH HOOD & POST

Smooth adjust for elevation and windage. Removable end caps permit fit to any bow. Tape on or screw on.

D-NO. 9950-0 TARGET PIN SIGHT

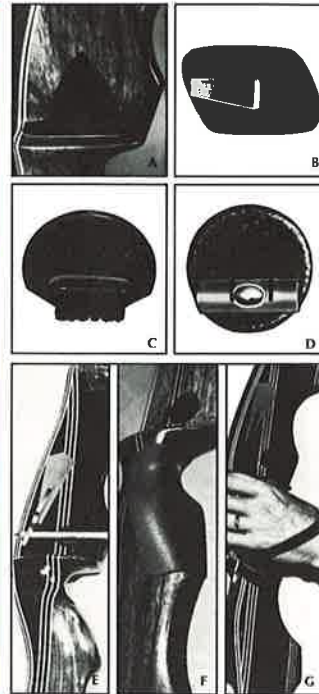
Adjust for height and windage. Anodized metal and unbreakable polyethylene. Tape on or screw on.

E-NO. 9920-0 BOW SIGHT

Adjustable for height and windage. Lightweight flexible steel. Easily attached to bow with tape. Ship. wt. 2 oz.

F-NO. 1447-0 BOW TIP PROTECTOR

Protects bow white stringing... holds string in place... keeps bow tip like new. Soft pliable rubber. Fits all bows.



camouflage products

NO. 1523-0 CAMO HEAD NET

The mosquito netting material conceals your face, but permits clear vision, and keeps insects off. You can wear it over your cap or parka hood, and it fits all head sizes.

NO. 1450-0 CAMO BOW SLEEVES

Durable green cloth sleeves with elastic cuffs fit over both limbs, eliminating reflection and making bow invisible. May be taped at handle and limb tip, and easily removed.

NO. 1504-0 CAMO FACE PAINT

Camouflage colors conceal your face... are harmless to skin, not affected by rain or perspiration, and easily removed. Kit includes 2 tubes, one tube brown and one tube green.

NO. 9670-0 BUCK SCENT

Guaranteed to attract deer. A few drops gives you that "close shot." Counteracts human odor. Unbreakable plastic bottle.

See Camouflage Bow Strings on Page 27



A-NO. 1891-0 CARPET ARROW REST

Self-adhesive backing, applies easily to arrow shelf. Popular with hunters who want quiet, smooth, release.

B-NO. 1417-0 FLEX REST

Assures smooth, quiet release. Permanently inserted in leather tab with adhesive backing for instant application.

C-NO. 1415-0 PARA-REST

Nylon brush type, mounts in seconds on any center shot bow. Assures noiseless arrow flight, protects arrows from crest damage. Without center hole.

D-NO. 1437-0 NO-KANT LEVEL

Installs on face side of bow... indicates bow is canting in same position for every shot. Improves flight of arrow.

E-NO. 1433-0 KLICKER

Improves shooting technique. Spring clicks at full draw, eliminates "freezing." Made of long-lasting spring steel mounted on leather tab.

F-NO. 1443-0 BOW SADDLE

Prevents bow from slipping and turning in the hand. Made of soft, pliable glove leather with adhesive backing.

G-NO. 1442-0 BOW SLING

Ideal for improving shooting form. Prevents gripping of the bow. Made of cowhide with adhesive backing for quick and easy installation. No screws or tape. Adjustable. Complete with instructions.

NO. 1080-3 CLASSIC HUNTING SLINGSHOT SET

A complete kit for backyard or campsite fun. Ideal for plinking and hunting small game. Handy belt pouch carries slingshot and steel-ball ammunition. Perfect gift for the shooting outdoorsman.



how to select charts

"How to Select Archery Equipment" Charts
If you're not an experienced archer, ask your dealer to show you the Ben Pearson equipment selection charts, "How to Select Bow Hunting Equipment" and "How to Select Target and Field Archery Equipment." These are quick educators on bow weights, arrow lengths, reasons for different types of tackle and accessories.

booklets

"Secrets of Successful Bow Hunting"
20 pages of tips from Ben Pearson and Jim Dougherty, covering everything: selection of proper equipment, practice, planning the hunting trip, stalking, calling, shooting.

"Tips on Successful Bow Fishing"
Tips from an experienced bow fisherman . . . what to use, how to use it, and how to get the fish.

"How to Shoot a Bow and Arrow"
You can become a skillful archer in a short time, with proper instruction. A helpful booklet for the beginner by Ben Pearson. Illustrated, professional instruction.

"Basic Archery for Camps and Youth Groups"
This is a valuable handbook for instructors, covering basic archery teaching, safety rules, organizing classes, practice ranges, field courses, competition rules, and selection of equipment.

How to Organize a Junior Olympic Archery Development Club
Because archery will be a medal event in the 1972 Olympics, thousands of boys and girls are joining "JOAD" clubs throughout the United States. This program is offered by the National Archery Association (NAA) for boys and girls under 18 years old. A Club can be chartered under NAA when six or more archers and an adult leader get together and apply to NAA, Junior Olympic Program, 69 East Galbraith Road, Cincinnati, Ohio 45216, for membership and Official Rules Book.

For further information, write Ben Pearson Customer Service, Box 270, Tulsa, Okla. 74101.



archery action color movies

16mm sound/color films are available on loan to clubs and groups on request, no charge. Order by title on club or organization letterhead to: Modern Talking Picture Service, 1145 N. McCadden Place, Los Angeles, Ca. 90038. Please order films 30 days in advance of showing date. Films are to be returned immediately after use, postage prepaid.

"ZINAVE" Jim Dougherty takes on the challenges of Africa including the cape buffalo and many more.

"Record-Book Bowhunting, Alaska Style"—Jim Dougherty stalks and brings down record-class moose and caribou.

"First Hunt"—Jim Dougherty teaches young Jimmy Dougherty basic bowhunting techniques in Catalina Island hunt for wild goats.

"Archer in the Arctic"—Ben Pearson bags two record class bears in Alaska.

"Ringneck Hunt in Kentucky"—Pheasant hunting with Ben Pearson on a preserve in Kentucky.

"Devils of The Desert"—Ben Pearson and companions bag javelina in Arizona.

"Shooting Ducks with Bow and Arrow"—Ben Pearson shoots ducks above tree-top level.

"Archery, an Introduction"—Fundamentals of proper archery form demonstrated by qualified instructors.

APPROVED ARCHERY NOMENCLATURE

In 1968 The Archery Manufacturers Organization introduced the following voluntary industry-wide standards to reduce confusion.

BOW WEIGHT

This is the force required to draw the bow string 28" from the back of the bow at the arrow rest. For standardization purposes all bows are weighed and marked at 28" draw length.

DRAW LENGTH

This is the distance, at archer's full draw, from nocking point on string to back of bow at arrow rest.

STRING HEIGHT

The AMO standard *string height* is the distance from *bow string to pivot point* (deepest part) on handle, just below arrow shelf when bow is strung. String height is referred to as "fistmele" or "brace height."

ARROW SPINE

"Spine" indicates how much an arrow shaft will bend or deflect. The deflection is measured in inches, with the shaft supported on 26" centers and depressed with a two pound weight. All Ben Pearson matched arrows are spined according to AMO standards.

ARROW LENGTH

This is the distance from bottom of arrow nock slot to back of arrow head. (See diagram.) Archers' arrow lengths vary according to the length of their arms. The most accurate way to determine proper arrow length for you to select is with the dealer's *measuring arrow*. The next best way is with a yardstick, measuring from chest to finger tips with arms stretched forward, palms together against the yardstick.

★"SIGNAL" LAMINATED BOWS

Strict quality control requires thorough inspection of every laminated bow before it receives the Ben Pearson label. Whenever a bow with a visual imperfection is discovered which in no way affects its strength or shooting performance, the bow is separated and labeled with a star on the limb below the bow's name. Since Signal bows are in every other way top quality Ben Pearson bows, they are fully guaranteed by the liberal Ben Pearson laminated bow warranty. When available, these bows are offered to dealers at special prices.

BEN PEARSON FIBERGLASS BOW LIFETIME GUARANTEE

Each Ben Pearson fiberglass bow is guaranteed under the same registra-

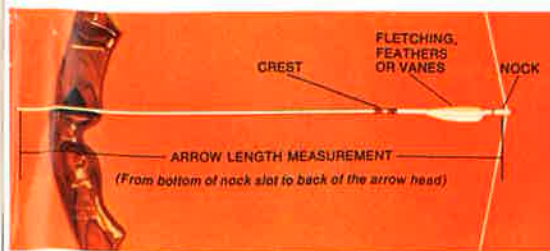
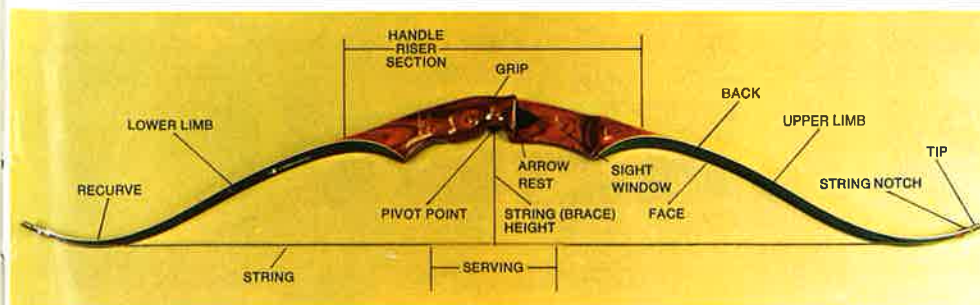
tion, repair and replacement conditions as above, for *lifetime of the bow*.

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 professional advisory staff

Collectively, these archers can probably claim more tournament championships and record class big game trophies than any similar group.

The combined experience and recognized expertise of these professionals stands behind the design, and field testing of Ben Pearson Archery Tackle.

These are the pros that help build and prove Pearson Power.



JIM DOUGHERTY, Director of Advisory Staffs and Public Relations for Ben Pearson, has an enviable collection of trophies. He is a member of the Pope & Young Club, CBI and SAA Big Game Clubs, and Associate Editor of Bow & Arrow Magazine.

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