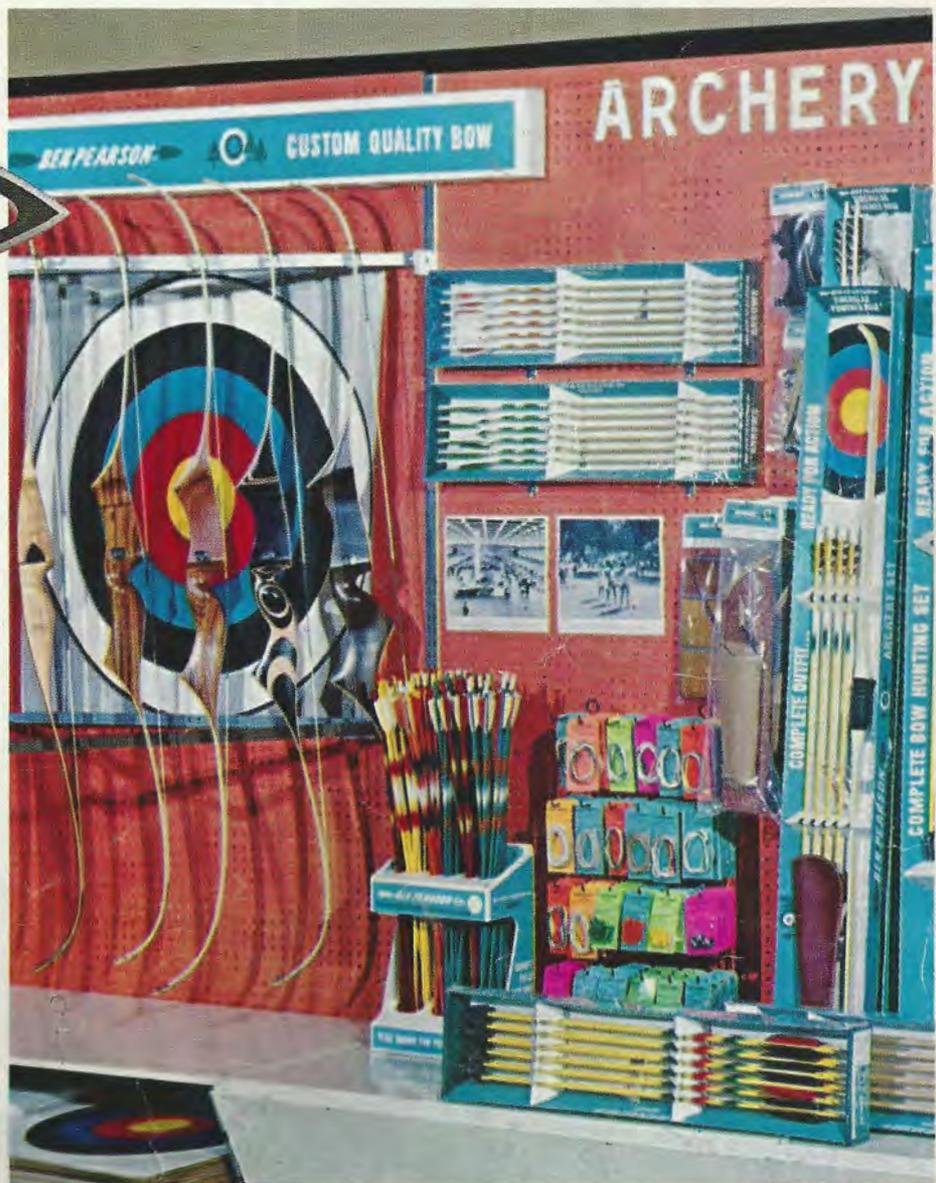
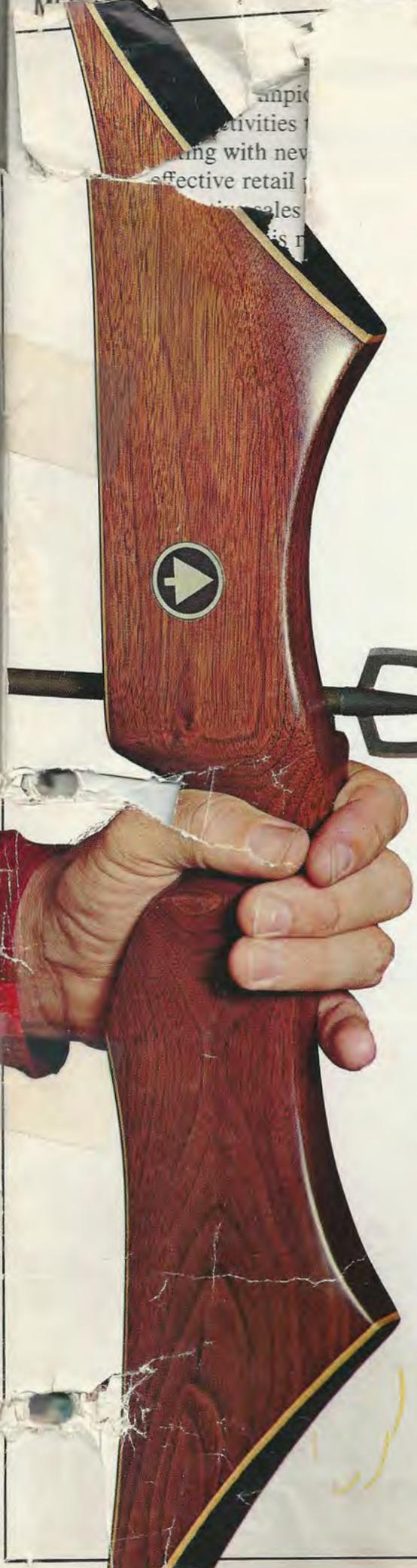


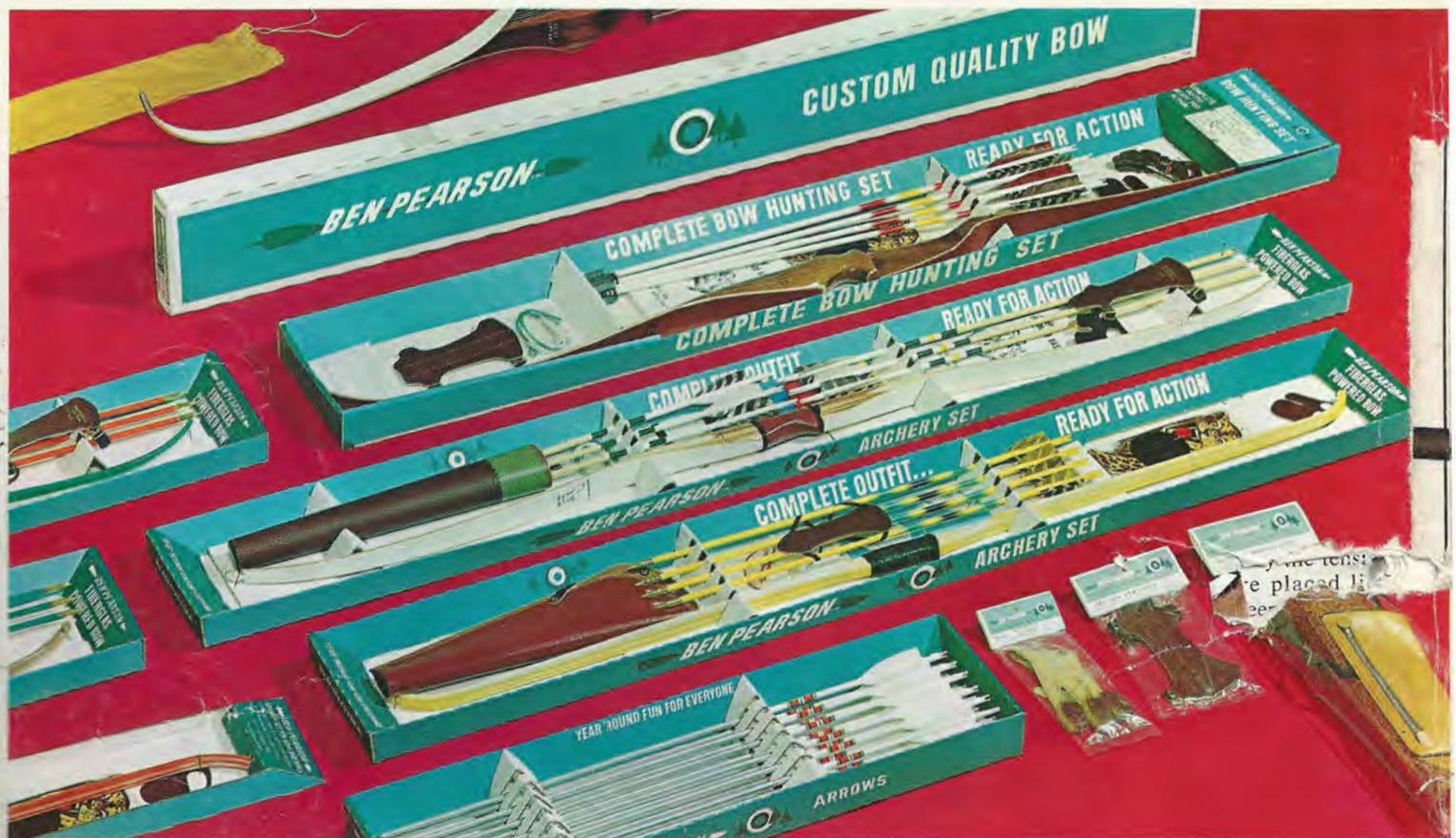
 **BEN PEARSON** 

MERCHANDISING MAGIC



self-selling products, packaging, promotion

HOW BEN PEARSON HELPS YOU **SELL ARCHERY EQUIPMENT**



MERCHANDISING MAGIC is created with well-designed, color-coordinated cartons, packages and labels that make Ben Pearson archery tackle and displays attract and motivate customers.

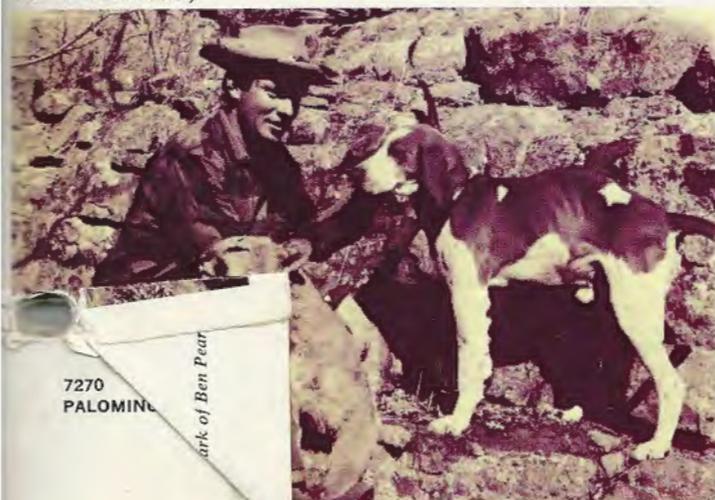
MERCHANDISING MAGIC is also worked by Ben Pearson engineers and designers. New inventions in bow design (featuring a take-down bow, page 7), new handle woods, a new labeling system to make it easy for salespeople and customers to identify Ben Pearson bow models... all combine to strengthen the Ben Pearson "leader" image.

MERCHANDISING MAGIC is performed by Ben Pearson to help you take profitable advantage of America's fastest growing sport. Ben Pearson continues to expand the entire consumer market by sponsoring the world's largest indoor archery championships, outdoor championships, youth programs, and bowhunting activities throughout the world. Ben Pearson builds sales for you by innovating with new and improved archery tackle, colorful self-selling packaging, effective retail promotions and mass displays. This merchandising muscle, plus creative sales ideas from the world's largest exclusive manufacturer of archery tackle is ready to help you *sell* and *profit*... with a touch of marketing ingenuity that works like magic.

Archery accessories	SEE PAGE 26, 27
Archery sets	10-14
Arrows	16-19
Arrow materials, tools	26
Bows	4-9, 15
Bow fishing	28
Dealer sales aids	30-31
Displays	29
Gloves, tabs	21
Guarantee	32
Quivers	22, 23
Representatives	32
Strings	27
Targets	24, 25
Terms	32



BEN PEARSON PROMOTES BOW HUNTING. One well-known sportswriter says, "Ben Pearson is to archery what Arnold Palmer is to golf and Bart Starr is to football." (Above, record Polar and Grizzly taken by Ben Pearson in Alaska. Below, record cougar taken in New Mexico by Jim Dougherty, director of hunting and field events for Ben Pearson.)



INTERNATIONAL INDOOR ARCHERY CHAMPIONSHIPS, sponsored by Ben Pearson for nine years, are world's largest indoor tournaments. Nearly 1300 archers participated in 1967 at Cobo Hall, Detroit.



FIRST INTERNATIONAL OUTDOOR ARCHERY CHAMPIONSHIP, Pasadena, 1967, was sponsored by Ben Pearson. The 1967 PAA National Tournament held in conjunction, was co-sponsored by Ben Pearson and Professional Archers Association.



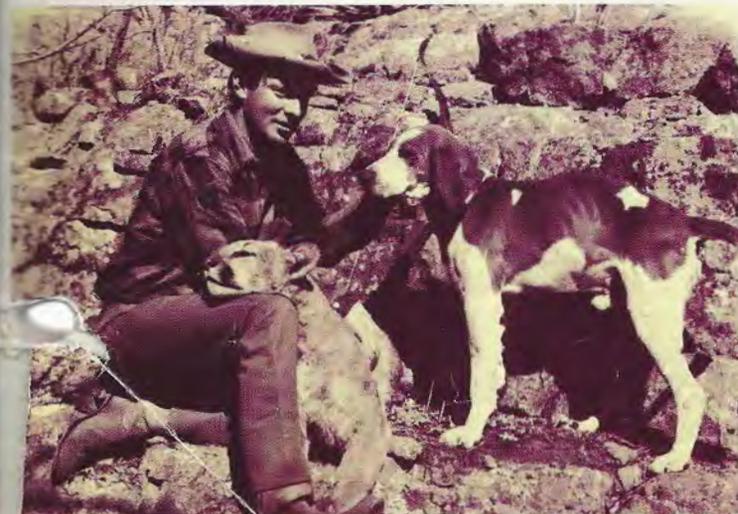
1967 JUNIOR OLYMPIC DEVELOPMENT TOURNAMENT, sanctioned by NAA, was sponsored by Ben Pearson. The company also promotes archery programs for camps, schools, Boy Scouts and Girl Scouts.

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TOURNAMENT BOWS

You are looking at three bows that have everything the experienced marksmen demand:... built-in stability, power, smooth draw and release, accuracy, and the appearance of authority. Ben Pearson engineers and designers have developed numerous new features, outstanding of which is the miracle Mercury-tip stabilizer.



New bow sight for Palomino Deluxe



PALOMINO. Chuck Reneau, tournament archer and Ben Pearson representative.



New Mercury-tip stabilizer for Palomino Deluxe 5 ounce or 3 ounce



Mercury explodes on release absorbing bow torque

SPECIFICATIONS	NO. 7270 PALOMINO	NO. 7276 PALOMINO DELUXE
Length	66"	66"
Draw weights	25 to 45 lbs.	25 to 45 lbs.
Recommended draw for perfect performance	24" to 31"	24" to 31"
Fistmele (string to inside curve of handle)	8" to 8 3/4"	8" to 8 3/4"
Handle	Freijo. Full pistol grip.	Freijo. Full pistol grip.
Limbs	Full working recurve. White Pearsonite fiberglass. Double-reinforced end tips.	Full working recurve. White Pearsonite fiberglass. Double-reinforced end tips.
Sight window	Center Shot.	Center Shot.
Mercury stabilizer	Optional extra. Handle tapped for it.	Included. Handle tapped.
Bow sight	Optional extra.	Included.
Bow case	Optional extra.	Included.
Shipping weight	4 1/2 lbs.	6 1/2 lbs.

(Specify draw weight, and right or left-hand)



New bow case for Palomino Deluxe

palomino*

This tournament bow is distinguished by forward stabilizer ballast-points that dampen coil, and the beautiful Freijo wood with contrasting color laminates. Its powerful recurve limbs are Pearsonite fiberglass laminated over a core of tough wood strips with grains running in opposite directions. A new Teflon arrow rest has concave (dishcurved) shape which gives more secure support to the arrow during draw and hold. Bi-radial, beveled shelf design allows unobstructed arrow clearance. The handle is tapped to take the new Mercury-tip stabilizer. **No. 7270 PALOMINO \$125.**

palomino deluxe*



This is the Palomino plus three important extras as standard equipment: **A BOW SIGHT** designed for professionals, screw-type settings for distance and wind, and hooded fluorescent sight-post dot.

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 1/2" x 24" rod of aircraft structural aluminum replaces conventional, heavy weights. Patented and sold only by Ben Pearson.

For stabilizer only order:
 No. 5240 — 5 ounce, 1/16" x 24" \$21
 No. 5230 — 3 ounce, 3/8" x 20" \$21

BOW CASE, of tan Vinyl, soft flannel lining with heavy-duty zipper, and inside pocket for bow sight.

No. 7276 PALOMINO DELUXE . . . \$160

*Trademark of Ben Pearson



PINTO. Paul Fantalis, Ben Pearson representative, shooting in outdoor tourney.



PINTO. Mike Range, queen of Pasadena outdoor tournament, shooting.



JAVELINA. W. J. Malone, Ben Pearson representative, shows tournament form.



JAVELINA in the skilled hands of Evelyn Gray, tournament archer.



7270 PALOMINO



7180 PINTO



7060 JAVELINA

pinto*

The bow with the popular black and white hard-wood laminated "zebra cyclops" look is even better for tournament championship shooting this year. It is tapped to receive the sensational new Mercury-tip stabilizer which is making ordinary weight-stabilizers obsolete. (Page 4.) The recurve limbs are Pearsonite fiberglass laminated over a core of reversed-direction wood strips. Arrow shelf is beveled and bi-radially curved to permit true flight arrow clearance. A new Ben Pearson designed Teflon arrow rest has a concave contour... just enough to keep the arrow from dropping off during the draw.

No. 7180 PINTO \$80.00

javelina*

New tournament accuracy, plus striking beauty, at a budget price that's hard to believe! Javelina has the built-in vibration-absorbing stabilizer points like the Palomino, plus the new Teflon curved-to-hold arrow rest, plus Pearsonite fiberglass limbs laminated over reversed-direction wood core, plus a beautiful new handle of solid Bubinga. Dyed black wood strips are laminated between the Bubinga and white fiberglass, and black escutcheon-scroll designs on the handle give it the crowning touch of distinction. And it's tapped for the wonderful new Mercury-tip stabilizer (page 4).

No. 7060 JAVELINA \$55.00

(Brown fiberglass on bows over 40 lbs.)

SPECIFICATIONS	NO. 7180 PINTO	NO. 7060 JAVELINA
Length	66"	66"
Draw weights	25 to 45 lbs.	25 to 55 lbs.
Recommended draw for perfect performance	24" to 31"	24" to 31"
Fistmele (string to inside curve of handle)	7½" to 8¾"	7½" to 8¾"
Handle	Selected, light and dark woods, laminated. Full pistol grip.	Solid Bubinga. Full pistol grip.
Limbs	Full working recurve. White Pearsonite fiberglass. Double-reinforced tips.	Full working recurve. White Pearsonite fiberglass. Double-reinforced tips.
Sight window	Center Shot.	Center Shot.
Mercury stabilizer	Optional extra. Handle tapped for it.	Optional extra. Handle tapped for it.
Shipping weight	4½ lbs.	4 lbs.

(Specify draw weight, and right or left hand)



HUNTING BOWS

Millions of hunters respect the power, performance and prestige of Ben Pearson bows. Entire families are Ben Pearson bow hunters. Jim Busby, Atlanta Braves baseball coach, Marie Busby, and their son, Jim, are shown at right, with game taken with Ben Pearson bows and "D head" Broadheads. Now Ben Pearson introduces a revolutionary new "SIGNATURE" TAKE-DOWN BOW every avid hunter will want.



MUSTANG makes great shots for hunters like Barry Howard.



HUNTER bow and Jim Dougherty have taken many fine trophies.

mustang*

Because of its fame for deadly power and accuracy in taking all kinds of game, the only changes made this year are details to make it even better looking. Black Pearsonite fiberglass limbs laminated against light wood core strips and the beautifully grained Freijo handle, add to the rich, "sharp" appearance of the Mustang. No improvement can be made in the built-in forward stabilizer design which gives this popular bow its stability and ease of shooting heavy arrows at long range.

No. 7170 MUSTANG \$75.00

hunter*

The reason so many hunters buy the "HUNTER" is that it is light, powerful, just short enough for easy handling, yet long enough to cast heavy arrows long distances with deadly accuracy. The only changes this year are the limbs and arrow plate. We've made them jet black, more handsome and distinctive.

No. 7090 HUNTER \$50.00

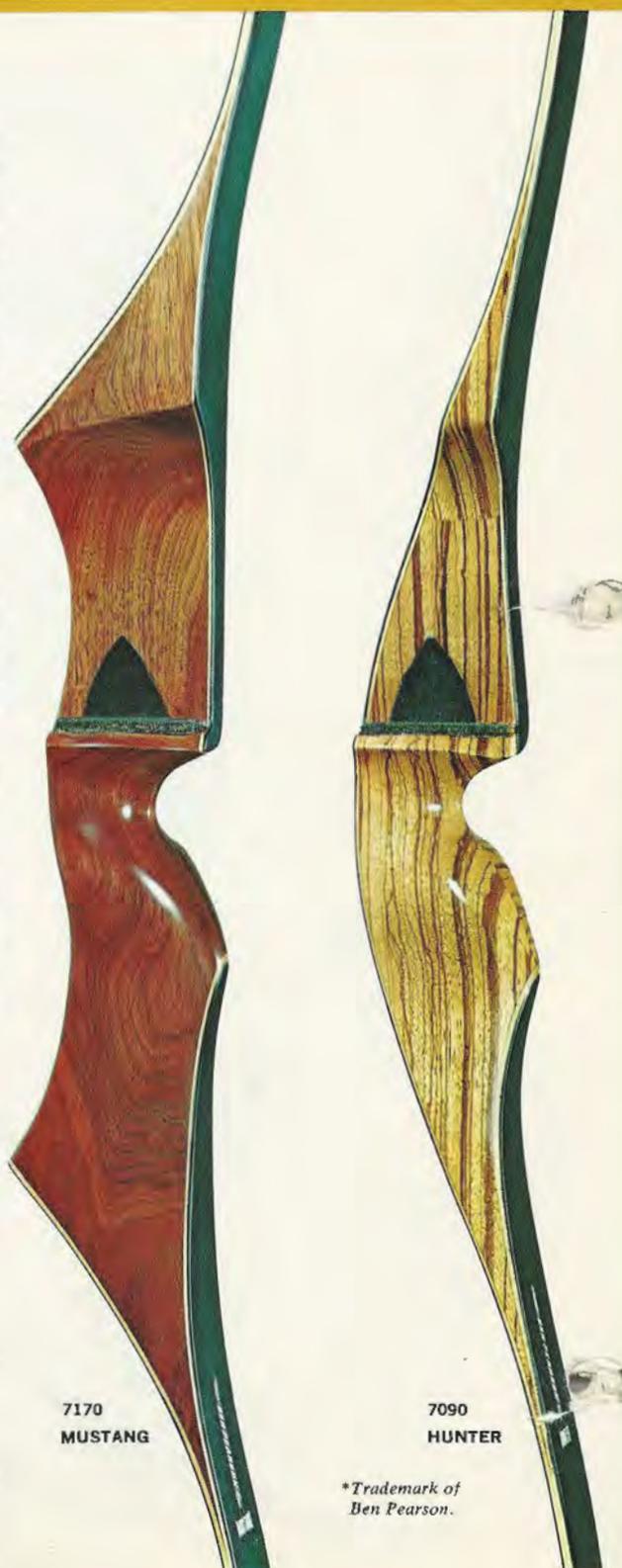
bronco*

It's just like Dad's Hunter, scaled down in size for boys and girls about 8 to 14 years old. Draw weights are 20 to 35 pounds so that a little fellow can shoot at targets and learn archery.

No. 7010 BRONCO \$20.00

SPECIFICATIONS	NO. 7170 MUSTANG	NO. 7090 HUNTER	NO. 7010 BRONCO
Length	60"	58"	48"
Draw Weights	40 to 65 lbs.	40 to 65 lbs.	20 to 35 lbs.
Recommended draw for perfect performance	26" to 30"	26" to 30"	24" to 28"
Fistmele (string to inside curve of handle)	7¾" to 8½"	7¾" to 8½"	6¼" to 7"
Handle	Solid Freijo. Pistol grip.	Solid zebra wood. Pistol grip.	Bubinga and other hard woods. Semi-pistol grip.
Limbs	Full working Recurved, extra wide. Black Pearsonite fiberglass. Double reinforced tips.	Full working Recurved, wide. Black Pearsonite fiberglass. Double reinforced tips.	Recurved. Brown Pearsonite fiberglass.
Sight Window	Center Shot.	Center Shot.	Center Shot.
Shipping Weight	4 lbs.	3½ lbs.	12 ounces

(Specify draw weight, and right or left hand)



7170 MUSTANG

7090 HUNTER

*Trademark of Ben Pearson.



Busby, Atlanta Braves coach, and huge wild boar taken with 54 pound "Hunter" bow.



Jimmy Busby, age 12, with four-point buck, shot with 45 pound Ben Pearson bow.



Marie Busby got this boar with a 38 pound "Hunter." He went only 60 yards after hit.



Ben Pearson and antelope shot with take-down bow of his own design.



"Nice thing about my take-down bow," says Ben, "is it's easy to carry in my car or airplane."



"I've shot bear, deer, antelope and many other kinds of game with my take-down bow."



"It's easy to carry my take-down bow through the woods in a quiver."



"I've designed a dandy 31" carrying case. It fits easily in the car trunk, or airplane."

NEW

TAKE-DOWN BOW IS A MAJOR BREAK-THROUGH IN ARCHERY ENGINEERING

Ben Pearson SIGNATURE*

Based on Ben Pearson's personally designed take-down bow with which he has shot every kind of game from grizzly to pheasant, Ben Pearson engineering has developed a come-apart hunting bow that is the talk of the industry. Precision machined hard-metal knuckles, in combination with a tapered pin, lock both halves of the bow together with all the strength of a one-piece bow... in fact, with more stability than many one-piece bows. Drawn 39,000 times and arrow-shot 1,000 times on the laboratory torture machine... and given rough, punishing shooting tests in the field, it showed no sign of creaking or weakness; brought nothing but praise from experienced hunters. They confirmed the *great advantage*: it's so easy to carry in a quiver, or a custom bow case only 31 inches long.

- No. 7330 SIGNATURE BOW \$60.00
- No. 7331 SIGNATURE BOW AND CARRYING CASE \$75.00
- No. 8610 CARRYING CASE ONLY \$15.00

SPECIFICATIONS	NO. 7330 SIGNATURE
Length	58"
Draw Weights	40 to 65 lbs.
Recommended draw for perfect performance	26" to 30"
Fistmele (string to inside curve of handle)	7 1/4" to 8"
Handle	Solid Bubinga, and aluminum alloy, 6061TC hardness, gov't. specs. QQ-A-325 b.
Limbs	Recurved. Black Pearsonite fiberglass. Double reinforced overlay tips.
Sight Window	Center Shot.
Carrying Case	Black Vinyl; heavy duty zipper; cloth lined; inside pocket for string and accessories.
Shipping weight with case	4 1/2 lbs.

(Specify draw weights, and left or right hand)



Inside the zip-quick carrying case there's a handy pocket for strings and other accessories.



Steel knuckles clamp solidly together. A tapered pin locks them in position.



**RIGID-LOCK
PATENT PENDING**

**7330
SIGNATURE**



BOWS FOR EVERYONE



Junior Olympic archer shooting



COLT is a favorite with men, women, beginners and budget-minded target archers.



COUGAR. Bob Gray, Ben Pearson Product Manager, is a hunter.



Gary likes to shoot the COUGAR.

colt*

This sleek bow has been designed for budget-minded target shooters, or beginners, utilizing many of the basic features of Ben Pearson's finest tournament bows. Built-in ballast-points give it excellent stability. The solid Olla handle has a beautiful grain and finish. An easy-flex Teflon arrow rest assures smooth, accurate release.

No. 7070 COLT \$40.00

(Brown fiberglass on bows over 40 lbs.)

cougar*

Ben Pearson's most versatile, all-purpose bow, in draw weights up to 55 pounds, is great for hunting . . . or in lighter weights, is popular with target archers and beginners. This year the limbs have more recurve, and the handle is solid Bubinga.

No. 7050 COUGAR \$30.00

SPECIFICATIONS	NO. 7070 COLT	NO. 7050 COUGAR
Length	62"	62"
Draw weights	20 to 55 lbs.	25 to 55 lbs.
Recommended draw for perfect performance	26" to 30"	26" to 30"
Fistmele (string to inside curve of handle)	7½" to 8¼"	7¼" to 8"
Handle	Solid Olla. Semi-pistol grip.	Solid Bubinga. Semi-pistol grip.
Limbs	Full working recurve. White Pearsonite fiberglass laminated over reversed-grains wood core.	Full working recurve. Brown Pearsonite fiberglass laminated over reversed-grains wood core.
Sight window	Center Shot.	Center Shot.
Shipping weight	3 lbs.	3 lbs.

Specify bow weights, and right or left hand.

*A trademark of Ben Pearson.



7070 COLT

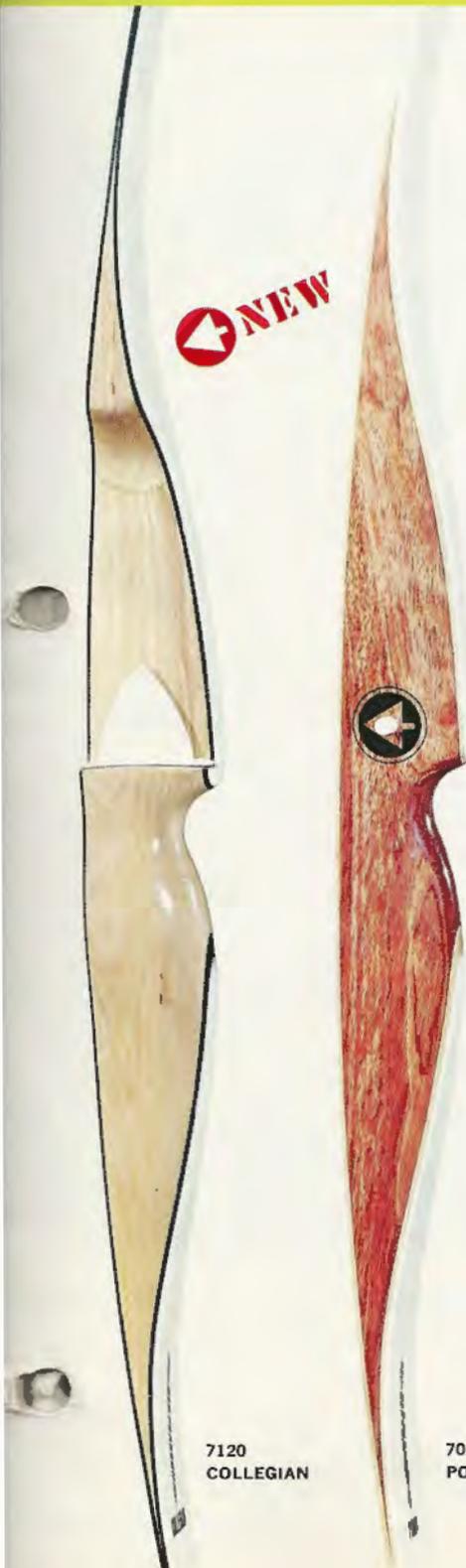
7050 COUGAR



Laura demonstrates the COLLEGIAN.



Youths become experts in a few weeks.



7120 COLLEGIAN

7020 PONY

collegian*

The ideal bow for beginners or advanced target archers, men, women, youth groups, camps and schools. It has an improved, distinctive appearance, with black dyed laminates against white Pearsonite fiberglass, and a new handle of white rock elm. Draw weights have been increased to 20 to 45 lbs.

No. 7120 COLLEGIAN \$25.00



pony*

A completely redesigned handle of beautiful Bubinga has a more functional arrow rest of unbreakable Delrin on both sides. In groups, it can be used by both left and right-handed archers. Draw weights have been increased to 20 to 40 pounds.

No. 7020 PONY \$18.00

SPECIFICATIONS	NO. 7120 COLLEGIAN	NO. 7020 PONY
Length	60"	60"
Draw weights	20 to 45 lbs.	20 to 40 lbs.
Recommended draw for perfect performance	24" to 28"	24" to 28"
Fistmele (string to inside curve of handle)	6¾" to 7½"	6¾" to 7½"
Handle	Solid rock elm, dyed black laminates.	Solid Bubinga. Peg arrow rests both sides, for right or left hand.
Limbs	Recurved. White Pearsonite fiberglass.	Semi-recurve. White Pearsonite fiberglass.
Sight window	Center Shot.	No.
Shipping weight	2 lbs.	2 lbs.

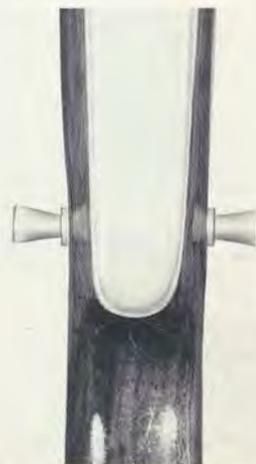
Specify bow weights, and right or left hand.



COLLEGIAN. Scott demonstrates good form.



PONY. Just right for a young fellow like Dale.



Durable Delrin arrow rests on each side of the PONY bow make it convenient for right and left handed archers shooting in a group.



LAMINATED BOW SETS

Ben Pearson archery equipment has been carefully selected for these sets, be helpful to four different groups customers... junior hunters... advanced hunters... target archery beginners... boys and girls aged 8 to 12... teenage and advanced students. Each set attractively packaged in skin-p cartons with contents arranged for service and easy selection.

NEW

NEW



bronco set for junior hunters

Designed for boys and girls age 8 to 12. It includes the No. 7010 Bronco bow, 20, 25, 30 or 35 lbs. ... three 26" cedar flu flu arrows with blunt points ... Vinyl 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. 8½ oz. *Specify bow weight.*

No. 7530 BRONCO SET \$26.00



pony set for beginners

Perfect for beginning students, camps and schools. No. 7020 Pony bow can be used for right or left handed archers; 20, 25, 30, 35 lb. ... six 28" cedar target practice arrows... vinyl armguard... leather shooting tab... belt quiver... four-color standard round target face ... Ben Pearson's booklet, "How to Shoot a Bow and Arrow." Shipping weight 3½ lbs. *Specify bow weight.*

No. 7550 PONY SET \$24.00



collegian advanced set

Recommended for advanced students, schools, camps and youth groups. No. 7120 bow; 20, 25, 30, 35, 40, 45 lbs.... six 28" cedar arrows... belt type quiver... vinyl armguard... leather shooting tab... four-color standard round target face... Ben Pearson's booklet, "How to Shoot a Bow and Arrow." Shipping weight 3½ lbs. Specify bow weight.

No. 7570 COLLEGIAN SET \$30.00



cougar hunting set

A complete set for men and women, ready to shoot. No. 7050 Cougar bow; weights 40, 45 or 50 lbs.... four 28" standard matched Port Orford arrows with Ben Pearson "Deadhead" broadhead hunting points... new Ben Pearson molded bow quivers... leather shooting tab... vinyl armguard... full-color animal target face... Ben Pearson's booklet, "Secrets of Successful bow hunting." Shipping weight 6 lbs. Specify bow weight.

No. 7590 COUGAR SET \$40.00



fiberglas bow sets

Here are four pages of fiberglas bows and "starter" outfits, carefully planned for beginners, advanced students, camps, schools, youth groups, hunters, and the thousands of future tournament champions who have discovered that archery will be a gold medal event in the 1972 Olympics. With these sets, and proper instruction, beginners become experts in a few weeks.



All Ben Pearson archery sets are attractively packaged in color-coordinated, skin-packed cartons. Bows, arrows, target faces and accessories in each set are arranged to catch the eye and sell themselves. (For ideas to help you display and promote archery sales, see pages 29, 30 and 31).

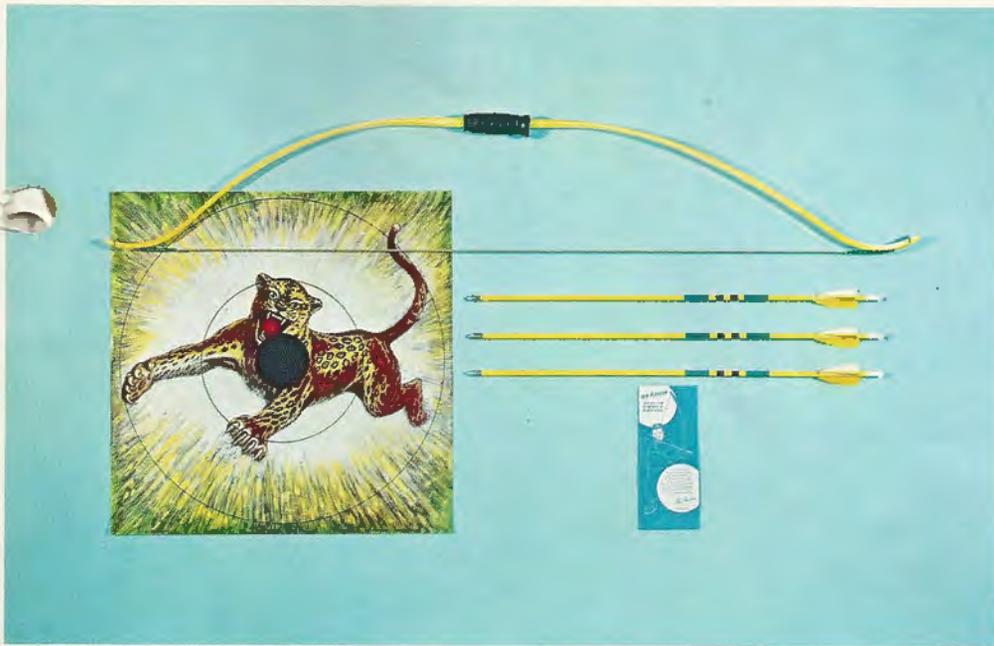


beginner sets for boys and girls

no. 3700 beginner set

- No. 3300 fiberglass 4' bow for right or left handed archers. (See page 15)
 - 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. ½ oz. Minimum order 6 sets, or multiples of 6.

No. 3700 SET \$5.95



no. 3710 beginner set

- No. 3320 fiberglass 4'6" bow for right or left handed archers. (See page 15)
 - Four 24" cedar practice arrows with target points.
 - Vinyl shooting tab.
 - Vinyl arm guard.
 - Full-color animal target face.
 - Ben Pearson's folder, "Tips on Shooting."
- Shipping weight 1 lb. 5½ oz. Minimum order 6 sets, or multiples of 6.

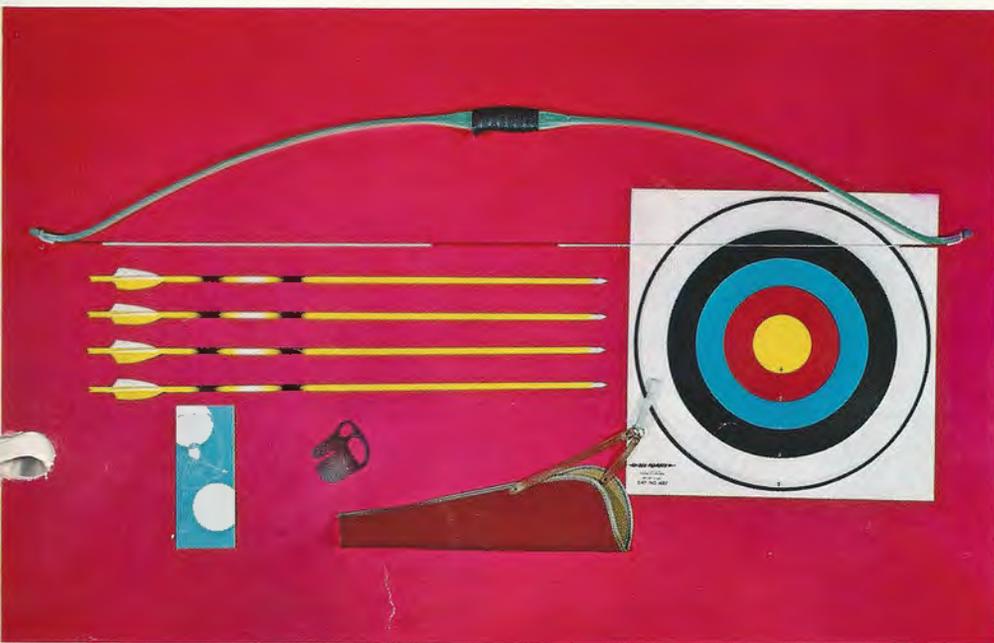
No. 3710 SET \$7.95



no. 3720 beginner set

- A good set for camps and schools.
 - No. 3330 fiberglass 4'6" fiberglass bow with sight window.
 - Four 26" cedar practice arrows with target points.
 - Vinyl shooting tab.
 - Belt quiver.
 - One four-color standard round target face.
 - Ben Pearson's folder, "Tips on Shooting."
- Shipping weight 2 lbs. 8 oz.

No. 3720 SET \$9.95



All these sets are attractively packaged skin-packed self-selling display cartons. See photo on next page.

advanced target set for camps and schools

- No. 3340 5' fiberglass bow, with dual rest for right or left-handed archers, 25, 30, 35, 40 lbs.
- Six 28" Cedar arrows with target point painted full length, 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."

Ship. wt. 3 lbs. 8 oz. Specify bow weight.

No. 3740 SET \$14.

field and target set

- No. 3350 5' fiberglass bow with dual rests for right or left-handed archers. 25, 30, 35, 40 lbs.
- Six 28" Cedar arrows with target point painted full length, 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.

Ship. wt. 3 lbs. 4 oz. Specify bow weight.

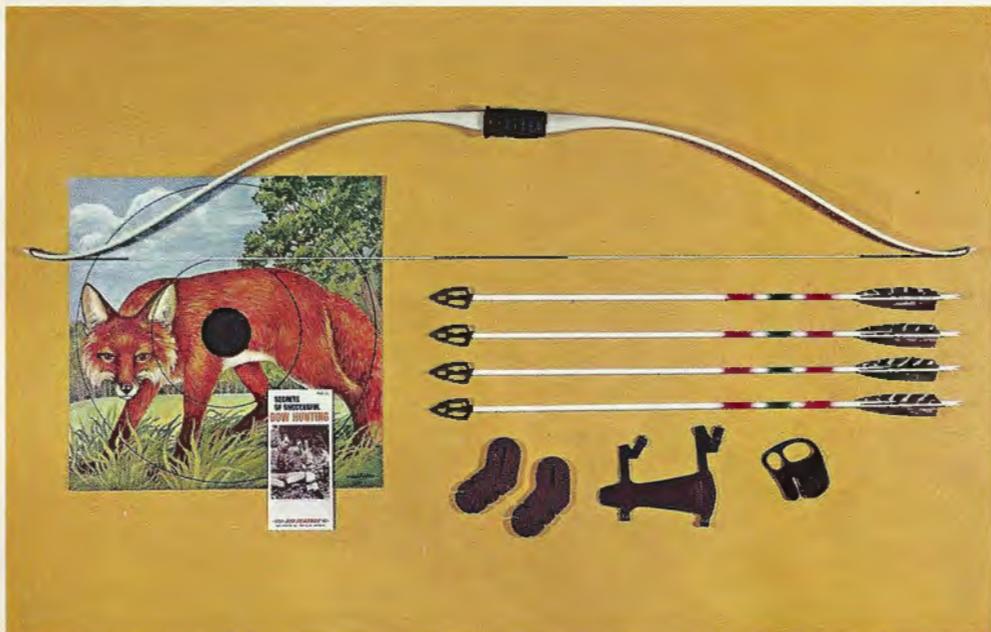
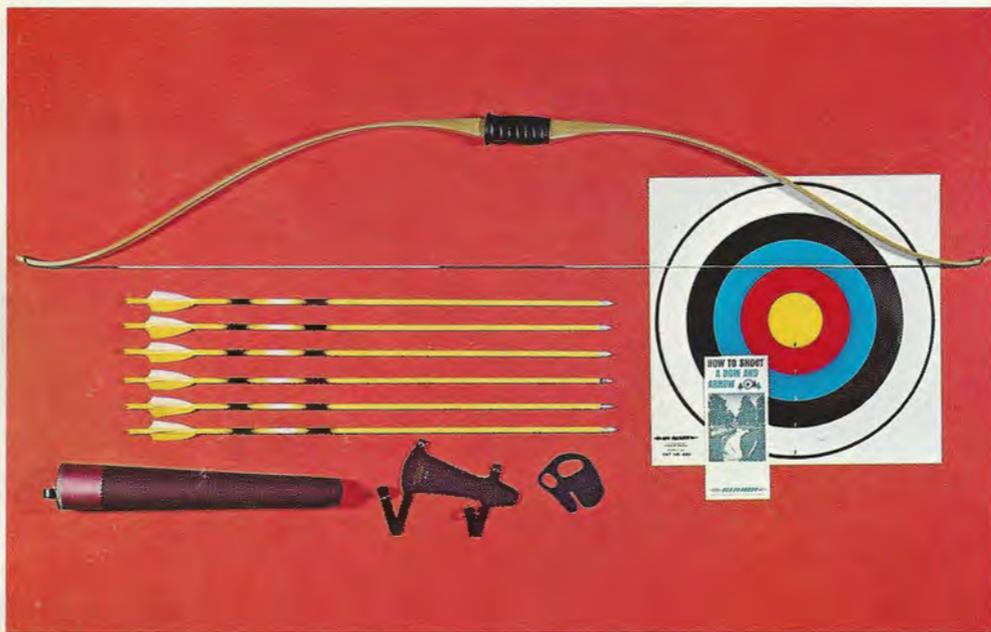
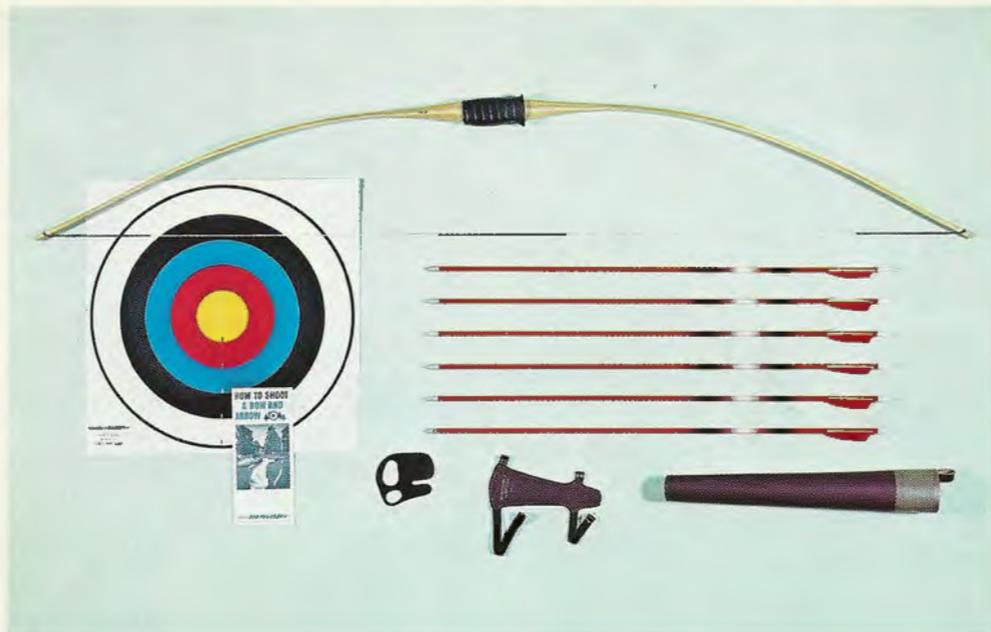
No. 3760 SET \$16.

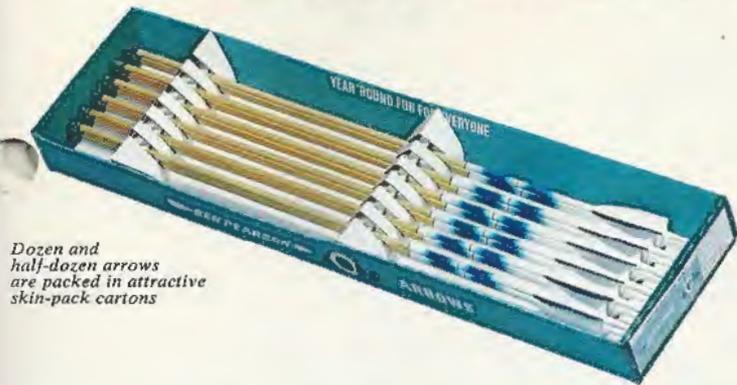
hunting set

- No. 3350 5' fiberglass bow with dual rests for right or left-handed archers. 35, 40, 45, 50, 55 lbs.
- Four standard Cedar hunting arrows with Ben Pearson's famous "Deadhead" points. 28"
- Ben Pearson's new silent bow quiver.
- Vinyl armguard.
- Leather hunting tab.
- Full-color animal target face.
- Ben Pearson's booklet, "Secrets of Successful Bow Hunting."

Ship. wt. 4 lbs. Specify bow weight.

No. 3780 SET \$22.





Dozen and half-dozen arrows are packed in attractive skin-pack cartons

New, colorful, shipper-displayer cartons are eye catchers. They can be placed on the floor, table or shelf. Also, there are hang-holes on back corners for hanging on pegboard wall displays. (See page 29.) Each displayer has twelve pockets which can be used for displaying hunting, target or field arrows so that customers can easily examine the arrows and serve themselves. For net prices on bulk pack hunting arrow assortments, see your Ben Pearson representative.



new arrow making kit for junior archers



This kit makes it possible for the Boy Scout, or future Olympic archery champion, to double his fun by making his own arrows. The shipping carton is designed to serve as a jig to hold shafts in position. Enclosed are six 28" cedar shafts with target points already attached, and tapered to fit the nocks. In separate envelopes are plastic nocks and die-cut feathers ready to glue on the six arrows, color decals for putting on the crests. Also included are clamps for positioning feathers, and an instruction sheet. Everything is labeled to make it as simple as ABC to follow instructions.

NO. 9010 KIT COMPLETE EACH \$4.95





8720



8730



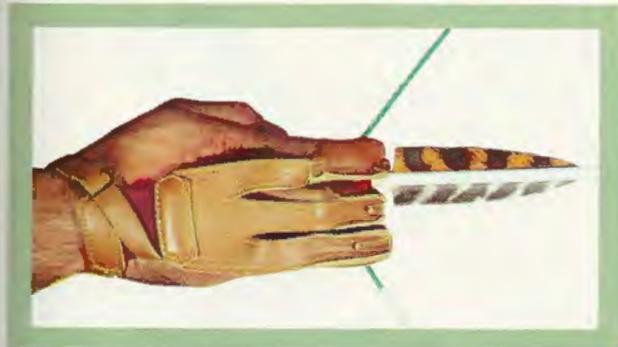
8670

8720 — ARCHER'S GLOVE. An economy glove of top grain cowhide with molded finger tips and adjustable wrist strap for comfortable fit. Small, medium, large and extra large sizes. Ship. wt. 1 oz.\$1.50

8730 — DELUXE SHOOTING GLOVE. Top grain cowhide leather with elastic webbing to assure a comfortable, snug fit. Molded finger tips give complete finger coverage. V-shaped cutouts for finger ease. Adjustable wrist strap. Small, medium, large and extra large sizes. White in small and medium only. Ship. wt. 1 oz. \$2.75

8670 — ARCHER'S GLOVE. Featuring new single-stitch design on index finger. Feel your anchor. New elastic back. Top grain cowhide leather with soft, form-fitting back, closed-end finger tips and adjustable wrist strap. Small, medium, large and extra large sizes. Ship. wt. 1 oz.\$2.25

gloves & tabs



8740 — 4 WESTERN STYLE FINGER TAB. Single thickness top grain cowhide. Especially recommended for lightweight bows. In large, medium and small sizes. Ship. wt. 1/2 oz.\$.45



8740

8710 — EASY-ON FINGER TAB. Western style cordovan leather shooting tab. Double thickness of leather assures a comfortable fit and effortless release of the bow string. Highly recommended for heavier bows. Large, medium and small sizes. Ship. wt. 1/2 oz. \$.75



8710



armguards



8760 — HUNTING ARMGUARD. Protects the entire forearm. Designed to hold the kamo-shirt down and out of the way. Also advised for beginners, school programs, indoor ranges. Top quality leather with adjustable arm straps. \$3.95



8760

8650 — ECONOMY ARM-GUARD. Popular for beginners. Made of vinyl and adjustable elastic bands. Ship. wt. 1 oz.\$1.00



8650

8680 — ARMGUARD. Ideal for schools and archery ranges. Made of heavy vinyl reinforced with concealed spring steel center stay. Ship. wt. 1 oz.\$1.50



8680

8750 — SKELETON TYPE ARM-GUARD. A favorite with many archers. Top grain cowhide leather reinforced with concealed spring steel center stay. Held in place by two adjustable elastic straps. Ship. wt. 1 oz. ...\$2.25



8750



8640

8640 — HUNTING ARMGUARD. Top grain cowhide with heavy duty, adjustable leather straps. Reinforced with concealed spring steel stay for added wrist protection. Designed for hunting and field shooting. Ship. wt. 3 oz. \$2.95

field and target quivers



No. 8380 TARGET AND FIELD QUIVER Top grade vinyl with outer pocket and two adjustable hang straps. Belt clip allows quiver to hang at any desired angle. Molded puncture-proof bottom, arrow divider strap and wide cut-away throat for easy access to arrows. Can easily carry eight field, target or hunting arrows. Ship. wt. 1 lb. \$5.95

No. 8700 DELUXE TARGET AND FIELD QUIVER NEW western style. Handsomely finished from the finest top grade vinyl . . . soft and pliable yet rugged and durable. Two belt clips hold quiver in position for instant use. Large accessory pocket, arrow divider strap. \$7.95

No. 8300 FIELD QUIVER Handsomely styled from extra thick top grain cowhide. Made with loop for attaching to wearer's belt with angled design to permit freedom of movement and easy access to arrows. Has arrow divider strap and accessory pocket. Ship. wt. 8½ oz. \$7.95

No. 8600 BELT-POCKET QUIVER Popular with men. Expanded quiver section fits in hip pocket. Slots for belt. Protective cuff prevents wear on pocket. Top grade, soft pliable vinyl. Tan or black. Ship. wt. 3 oz. \$4.95



8600

ground quivers



The best way to hold bows and arrows for target shooting. New two-way product designed by Ben Pearson enables you to attach and detach bow rack to quiver.

QUIVER ONLY — designed so that you can push it into the ground with your foot, with arrow holder triangle shaped for better separation of arrows than conventional round holders. Shipping weight ½ lb.

No. 5260 QUIVER EACH \$1.95

QUIVER AND BOW RACK — designed for expert archers, clubs and schools. Upright rod of quiver is angled so that horizontally hanging bow will not swing against it. Bow rack is removable. Shipping weight 10 oz.

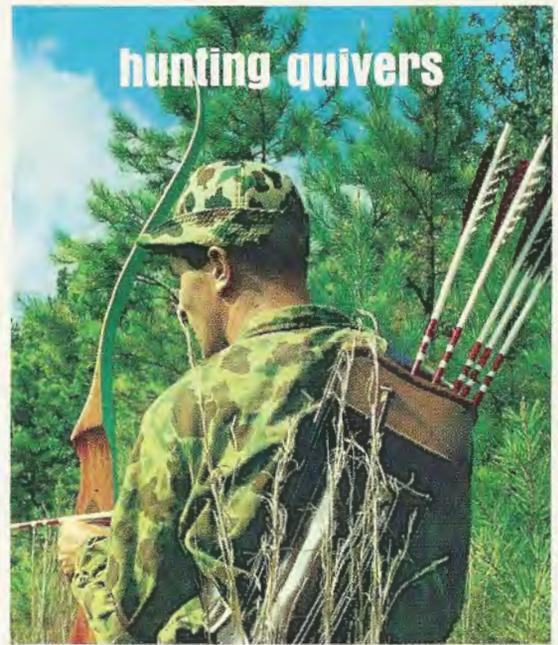
No. 5270 QUIVER AND BOW RACK EA.\$2.95



8370



8410



hunting quivers

No. 8370 HUNTING QUIVER A two-division quiver with arrow divider strap. Easily carries 12 or more arrows. Durable vinyl...two tone design... adjustable shoulder strap. Zipper pocket for accessories. Ship. wt. 1 lb. 6 oz. \$8.95

No. 8410 CENTER BACK HUNTING QUIVER. For left or right handed archers. Western design, top grade vinyl. Pack harness type straps hold quiver securely in center of back. Divider strap separates blunts from broadheads, keeps arrows from rattling. Heavy, molded puncture-proof bottom. Zipper pocket for accessories. Ship. wt. 1 lb. 6 oz. . . \$14.95

No. 8520 SILENT BOW QUIVER Soft, molded arrow holders fit over bow limbs securely without scratching bow or arrows. No tape, clamps or screws. Slots hold five arrows silently, ready for instant use. Ship. wt. 2 oz. pair \$1.25

economy quivers

No. 8770 FOR YOUNG ARCHERS SVL .06 gauge claret colored vinyl. Has loop for attaching to wearer's belt and heavy puncture-proof bottom. Carries 12 arrows. Finished with decorative cuff. Ship. wt. 3 oz. \$1.25

No. 8780 ECONOMY QUIVER Durable, long lasting, SVL 8 gauge natural leather colored vinyl. Complete with belt and molded puncture-proof bottom. Carries 12 target arrows or 6 hunting arrows. Ship. wt. 1 lb. \$2.95

bow cases

No. 8500 BLACK VINYL CASE Popular with archers for protection of fine bows. Soft flannel lining... heavy-duty zipper. Fits bows to 68" in length. (Longer length to fit bows to 6' in length... \$2.00 extra.) Ship. wt. 3 lbs. 4 oz. \$9.95

No. 8510 FLANNEL CASE Durable flannel in attractive plaid design with vinyl top and bottom. String tie and pocket on flap for extra bowstring. Accommodates bows to 68" in length. Ship. wt. 2 lbs. 5 oz. \$3.95

NEW



8520



8770

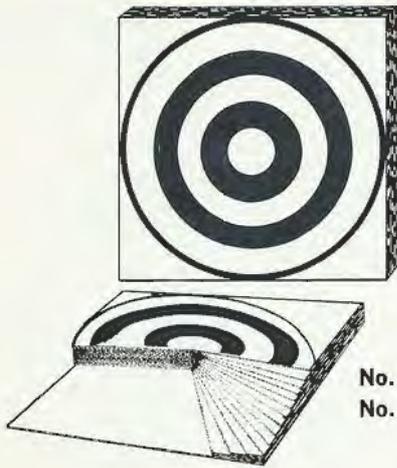
8780

8470



8500

8510



No. 9450
No. 9490



No. 4030



No. 9100

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 weighing up to 40 pounds draw weight. (Sold in multiples of 2 only.)

No. 9450 . 24". Ship. wt. 5 lbs. . . . \$ 6.00
No. 9490 . 36". Ship. wt. 7 lbs. 8 oz. \$10.00

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. Uses replacement target face No. 9200. Ship. wt. 14 lbs. 8 oz.

No. 4030 EA. \$3.75

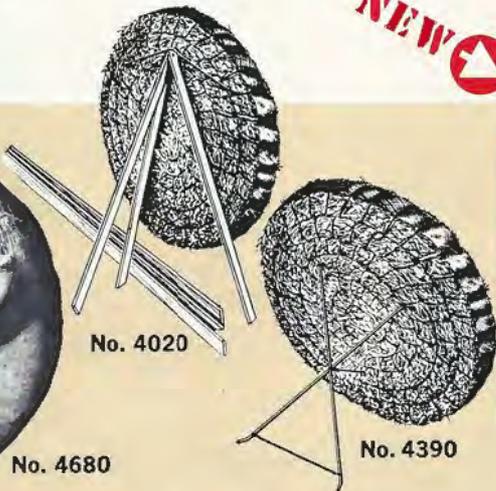
DO-IT-YOURSELF TARGET. Heavy corrugated paper box with a four-color target face printed on both sides. Fill with paper or straw tightly packed, or newspapers packed flat. Close with gummed tape. A durable, inexpensive target for juniors and beginners using lightweight bows. Ship. wt. 1 lb. 4 oz.

No. 9100 EA. \$1.00

NEW

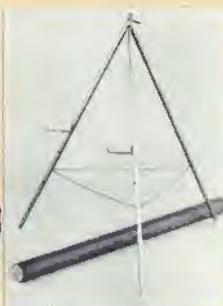


No. 4080

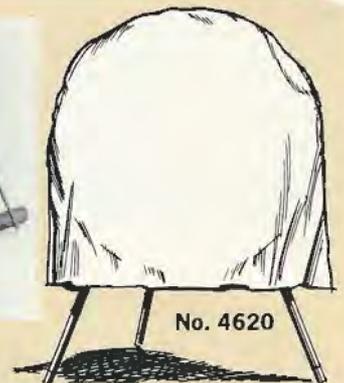


No. 4020

No. 4390



No. 4380



No. 4620

JOHNSON GRASS TARGETS. Long lasting, tournament quality due to wood excelsior reinforced center cores.

No. 4681 . . 48" with 10" excelsior core. Ship. wt. 57 lbs. \$25.95

No. 4661 . . 36" with 8" excelsior core. Ship. wt. 34 lbs. \$15.95

No. 4641 . . 24" with 6" excelsior core. Ship. wt. 16 lbs. \$ 8.95

BURLAP COVERED TARGETS. Johnson grass target covered with burlap . . . eliminates litter.

No. 4680 . . 48" Dia. Ship. wt. 62 lbs. \$27.95

No. 4660 . . 36" Dia. Ship. wt. 37 lbs. \$17.95

No. 4640 . . 24" Dia. Ship. wt. 18 lbs. \$10.95

WOOD TARGET STAND. Holds target at proper shooting height and angle. Treated with waterproof, antideterioration chemical solution and painted for protection against weather.

No. 4020 . . 48". Ship wt. 11 lbs. . . \$6.75

No. 4010 . . 36". Ship wt. 6 lbs. 8 oz. \$4.50

No. 4000 . . 24". Ship wt. 3 lbs. 8 oz. \$2.75

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. Brass chain and clip. For 24" and 36" targets. Length folded, 32". Ship wt. 1 lb. 10 oz.

No. 4390 \$3.95

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 tube which is handy for carrying and storing. Ship. wt. 2 lbs.

No. 4380 \$8.95

TARGET COVER. Made of heavy duty vinyl . . . waterproof and not affected by heat or cold. Protects target when not in use. Available for 48" and 36" targets.

No. 4620 . . 48". Ship. wt. 4 lbs. 14 oz. \$9.95

No. 4610 . . 36". Ship. wt. 1 lb. 10 oz. \$8.95

Note: Prices do not include target faces.



Standard 4-color target faces

Available on heavy tag or oil cloth... square or skirted-round. Specify when ordering.



SQUARE HEAVY TAG

- No. 9190..48". Ship. wt. 12 oz. \$1.50
- No. 9180..36". Ship. wt. 8 oz. \$.75
- No. 9170..24". Ship. wt. 4 oz. \$.50
- No. 9210 ..16". Ship. wt. 2 oz. \$.25
- No. 9200 ..16". Square target face on lightweight paper stock. Ship. wt. 6 oz. \$1.00 doz.

SKIRTED HEAVY TAG

- No. 4910..48". Ship. wt. 1 lb. \$3.50
- No. 4810..36". Ship. wt. 8 oz. \$2.00
- No. 4710..24". Ship. wt. 2 oz. \$1.50

SKIRTED OIL CLOTH

- No. 4130..48". Ship. wt. 1 lb. 6 oz. \$6.00
- No. 4120..36". Ship. wt. 12 oz. \$4.50
- No. 4110..24". Ship. wt. 6 oz. \$3.25



BLACK AND WHITE FIELD FACES

On heavy tag stock.

- No. 9720..6". Ship. wt. 3 oz. \$.60 doz.
- No. 9730..12". Ship. wt. 1 oz. \$.15 ea.
- No. 9740..18". Ship. wt. 1 oz. \$.20 ea.
- No. 9750..24". Ship. wt. 3 oz. \$.25 ea.
- No. 9760.. Complete set of 30 faces. Ship. wt. 2 lbs. \$3.95

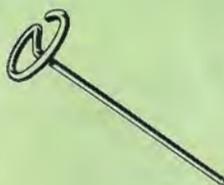


FULL COLOR ANIMAL TARGET FACES

Natural, lifelike, printed on heavy stock... with scoring circles and aiming spots.

- No. 9240...6" Squirrel. Ship. wt. 3 oz. \$.60 doz.
- No. 9250...12" Bobcat. Ship. wt. 1 oz. \$.15 ea.
- No. 9260...18" Fox. Ship. wt. 1 oz. \$.30 ea.
- No. 9270...24" Deer. Ship. wt. 3 oz. \$.40 ea.
- No. 9280... Complete set of 30 animal target faces. Ship. wt. 1 lb. \$6.50

No. 9310...18" Leopard Target Face on lightweight paper stock. (Same face as packed in juvenile archery sets.) Ship wt. 1 oz. doz. \$1.00



No. 4530 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. Ship. wt. 2 oz. \$.50

do-it-yourself arrow-making materials



FEATHERS

Select ground base full-length turkey pointers in natural barred, natural white, dyed barred and dyed white. Each pack contains enough feathers to fletch one dozen target arrows.

- No. 5500**—Natural Barred. Ship. wt. ½ oz. **\$1.00** pack
- No. 5510**—Natural White. Ship. wt. ½ oz. **\$1.50** pack
- No. 5520**—Dyed White. Ship. wt. ½ oz. **\$1.50** pack
- No. 5530**—Dyed Barred. Ship. wt. ½ oz. **\$1.25** pack



No. 9801 **No. 9812** **No. 9822** **No. 9842**
TARGET POINTS **FIELD POINTS**

- No. 9801** — Parallel target point 9/32" Ship. wt. ½ oz. **\$.35** dozen
- No. 9802** — Parallel target point 5/16" Ship. wt. ½ oz. **\$.35** dozen
- No. 9812** — Bullet target point 5/16" Ship. wt. 1 oz. **\$.60** dozen
- No. 9822** — Parallel non-skid field point 5/16" Ship. wt. 1 oz. **\$.75** dozen
- No. 9823** — Parallel non-skid field point 11/32" Ship. wt. 1 oz. **\$.75** dozen
- No. 9842** — Tapered bore, non-skid field point 5/16". Ship. wt. 4 oz. **\$1.25** dozen
- No. 9843** — Tapered bore, non-skid field point 11/32". Ship. wt. 4 oz. **\$1.25** dozen

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 pack.

- No. 9650** — Size ¼" **No. 9652** — Size 5/16"
- No. 9651** — Size 3/32" **No. 9663** — Size 11/32"
- Ship. wt. ½ oz. **\$.50** dozen

ARROW SHAFTS

Selected Port Orford Cedar. 30" length. Same quality as No. 2000 arrow. Ship. wt. 14 oz.

- No. 5672**—Size 5/16" . . . **No. 5673**—Size 11/32" . . . **\$2.00** dozen

No. 5600—Matched Port Orford Cedar—30" length. Spined at 28". Closely matched in both spine and weight. Diameters: 5/16" (35-39, 40-44 lbs.) and 11/32" (45-49, 50-54 and 55-60 lbs.) (Same quality as our No. 2070 arrow.) Specify bow weight. Ship. wt. 14 oz. **\$ 4.50** dozen

No. 9050—Micro-Flite Glass Target Shafts—Full length. Weights 20 to 75 lbs. Spined at 28". Nock inserts and target points separate. Specify bow weight. Ship. wt. 1 lb. **\$21.00** dozen

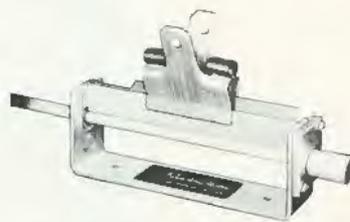
No. 9070 Micro-Flite Glass Hunting Shafts—Full length. Weights 40 to 75 lbs. Spined at 28". Nock inserts and broadhead adapters separate. Specify bow weight. Ship. wt. 1 lb. **\$21.00** dozen

No. 9030—Aluminum Target Shafts—Full length with points separate. Weights 20 to 75 lbs. Spined at 28". Specify bow weight. Ship. wt. 1 lb. **\$22.50** dozen



NO. 9550 TAPERING TOOL KIT

A complete tapering tool kit. Includes bushings to fit ¼", 5/32", 3/16" and 11/32" shafts . . . all oversize to clear oversize or painted shafts. Ship. wt. 2 oz. **\$3.95**



NO. 9510 ARROW FLETCHER

Rhode Jr. fletcher, for rapid, precision fletching. Fletch any length feather, right or left wing, up to 6" . . . either straight or at a right or left spiral! Complete with instructions. Ship. wt. 1 lb. **\$6.95**

NO. 9910 CEMENT FOR NOCKS AND FLETCHING

Waterproof, quick-drying . . . for attaching feathers and nocks to arrow shaft. (Available in ½ dozen pack only.) Ship. wt. 2 oz. **\$.50** ea.



NO. 9360 FEATHER TRIMMER

A practical, inexpensive burning rig for the home craftsman. 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. **\$4.95**

accessories

No. 9770 BRUSH BUTTONS

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

Standard size. Ship. wt. ½ oz. **\$.80** pr.



No. 9780 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. Ship wt. ½ oz.

Display card of 12 pair (Minimum Order) **\$12.00**



No. 9670 BUCK SCENT

Guaranteed to attract deer, counteracts human odor. Unbreakable, pocket-size bottle. Ship. wt. 1 oz. **\$1.35**



No. 9580 BOW STRING SERVER

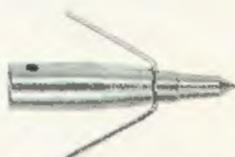
Keeps bow strings in top condition. Easy to use. Simple adjustments. Complete with directions and large spool of heavy duty serving thread. Ship. wt. 4 oz. **\$2.95**

take advantage of this
fast growing sport

BOW FISHING

There's no more challenging and exciting fresh or salt water sport than shooting fish such as gar, carp, shark or alligator. On a bow, such as the Cougar shown here, the "spinner" bow reel is taped quickly for action. Heavy test line is attached to a harpoon arrow about to be shot into a curious shark. A hit... and the line spins off the bow reel, continuing onto a heavy ocean rod which is used to bring the fighting shark to gaff.

You can catch extra business with bow fishing equipment.



No. 9880 SWIVEL BARBED POINT. Its harpoon head hits with maximum penetration. Retractable, swivel-action barb allows easy removal of the arrow from the fish. Fits $\frac{5}{16}$ " shaft. Ship. wt. $\frac{1}{2}$ oz. **\$1.25**

No. 9830 ECONOMY DOUBLE-BARBED POINT. Line attaches to lower section of point which unscrews from harpoon head. Fits $1\frac{1}{32}$ " shaft. Ship. wt. $\frac{1}{2}$ oz. **\$.75**
No. 9870 5/16" **\$.75**

No. 9990 BOW REEL. Made of anodized aluminum. Efficient one-piece reel equipped with spring wire line holder. Easily attached to bow with tape. Complete with 50 feet of 80 lbs. test nylon line. Ship. wt. 4 oz. **\$3.95**

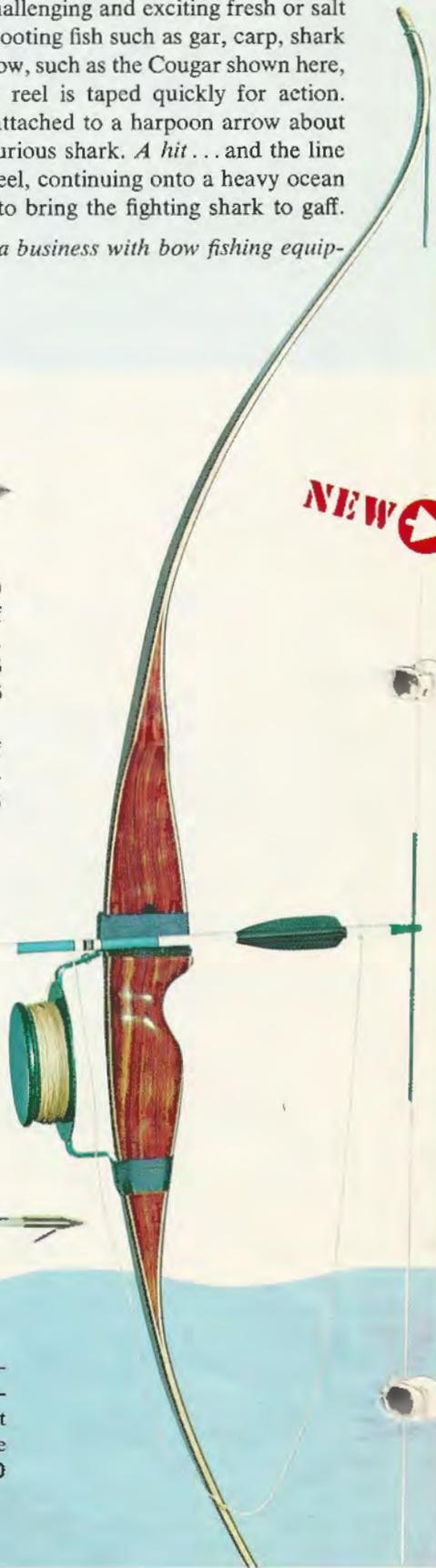
No. 9980 BOW FISHING LINE. 25 yards of braided nylon line, 75 lbs. test. Spins easily off the bow reel. Ship. wt. 1 oz. **\$1.25**



No. 2770 ECONOMY GLASS ARROW. Solid glass rod shaft fitted with double-barbed harpoon point. Line attaches at point, lower point unscrews. Deluxe crested. 28" length. Ship. wt. $7\frac{1}{2}$ oz. **\$2.95**

No. 2780 SWIVEL BARBED ARROW. Durable solid glass rod shaft fitted with popular No. 778 Swivel-Barbed Harpoon Point and rubber vanes. 28" length. Deluxe crested. Ship. wt. $7\frac{1}{2}$ oz. **\$3.50**

NEW



how ben pearson helps you display archery effectively

Ben Pearson packaging is design-and-color-coordinated, to self-sell each item, and draw attention to the entire line. What's more, your Ben Pearson representative has new display hardware, ideas and know-how to make your archery displays attract extra attention and create profitable sales.

Photo at right shows how, on only 8 feet of pegboard space, bows are mass displayed on new step-down brackets. Arrows and colorful sets are arranged at eye level with hunting and tournament news photos to increase interest. The No. 9100 target is an eye-grabber to establish immediate product line identification.

Photo below shows modern way to arrange and merchandise target archery and bowhunting tackle in separate sections, on bright, contrasting color panels. Target bows are arranged neatly on new triangle rack and swivel hooks. Hunting bows are secure on new Ben Pearson "zig-zag" nock-notch, sec-easy rack. See your Ben Pearson representative for details on these and other display hardware promotion ideas.



No. 9075 Swivel Bow Cross-bar Hook.



No. 9076 Swivel Bow Pegboard Hook.



No. 9078 Bow V Notch Displayer.

SWIVEL BOW CROSS-BAR HOOK. Here's a new and easy way to hang bows without their strings. Swivel hook and vinyl covered fingers hold the bow by its own weight. Swivel clamps over a horizontal bar. **No. 9075 ea. \$2.95**

SWIVEL BOW PEG BOARD HOOK. Swivel hook and vinyl covered fingers hold the bow by its own weight. Swivel has two hooks to fit standard pegboard holes. (Bows can be hung on island gondola back panel with limbs extending above gondola). **No. 9076 ea. \$2.25**

BOW V NOTCH DISPLAYER. Vinyl covered zig-zag V Notch displayer holds recurved bows securely by the nocks. Zig-zag design gives the customer a clear view of four bows. Each bow can be removed easily. Displayer has hooks for hanging on standard pegboard. Available in right and left positions. **No. 9078 ea. \$7.50**

Ask your Ben Pearson representative to demonstrate these and other new display aids being developed.



how ben pearson helps you promote business

"HOW TO SELECT ARCHERY" CHARTS

A useful new sales tool is a double chart to hang near your archery display. (Shown below.) On one side is "How To Select Bow Hunting Equipment." On the other side is "How To Select Target and Field Archery Equipment." These charts explain bow weights, arrow lengths, different types of tackle and accessories, nomenclature... everything in archery. They serve as quick-reference archery educators, for salespeople as well as customers. Your Ben Pearson representative supplies these charts as part of his merchandising service.

DEMONSTRATOR-TRAINER BOW AND MEASURING ARROW

One of the most effective ways to interest new archery customers is to get the Demonstrator Bow into their hands. (Photo below.) It looks like other fine Ben Pearson bows... but its draw weight is only four pounds, making it easy for a man, woman or child to string, draw and hold it, with confidence, without strain or tension. This enables the salesman or instructor to show archers how to shoot properly. (If you have a full-length mirror in your store, let the customer study himself drawing the bow.) Instructors buy the bow as a valuable training aid at camps, archery clubs and schools.

See your Ben Pearson representative

A measuring arrow, archery instruction booklet, and the "How To Select Equipment" charts are free with each Demonstrator Bow.

SPECIAL PROMOTIONS

To stimulate sales during bow hunting season, Christmas and other occasions, your Ben Pearson representative has special advertising and display aids, as shown in the photo on the next page. These include colorful banners, eye-catching tags and labels, and newspaper advertising ideas.

Your Ben Pearson man also can arrange for archery clinics and demonstrations that attract customers. He has numerous photos of game taken with Ben Pearson hunting tackle, and international indoor and outdoor archery championship tournaments sponsored by Ben Pearson, to add interest to your displays.

EDUCATIONAL BOOKLETS

Customers develop skill in archery in a surprisingly short time, beginning with proper instruction. One of the most helpful booklets for the beginner is Ben Pearson's "How To Shoot A Bow and Arrow." (See next page.)

"Secrets Of Successful Bow Hunting" is a treasure of tips from Ben Pearson and other bow hunting greats. It covers everything from selection of equipment to stalking, calling, shooting and tracking.

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

Your Ben Pearson representative will supply booklets, and a handy pocket sign for dispensing them.



BEN PEARSON ARROW PENCILS

Get people talking about archery and your store with these clever pencils... cedar shafts, bright color cresting, complete with feathers and nocks. Sell them or use them as giveaways with merchandise during special promotions. 1/2 gross in self-selling display carton.

See your Ben Pearson representative

ARCHERY COLOR MOVIES

16mm sound/color movies are available for dealers to show customers, clubs, schools and youth groups. They show Ben Pearson and others hunting bear, mountain lion, wild boar, goats, jack rabbits, ducks, pheasants... and tournament champions in action. Let your Ben Pearson representative help you get valuable publicity with these.

"How To Select Archery Equipment" charts are effective sales stimulators.





BEN PEARSON ARCHERY CLINIC

WHEN: _____
WHERE: _____

The **BEN PEARSON REPRESENTATIVE**
will be here to answer questions about
THE POPULAR SPORT OF ARCHERY

EXTRA SPECIAL SAVINGS
BEN PEARSON
ARCHERY EQUIPMENT

FREE!
Archery
Instruction
Booklets

SPONSORED BY



BEN PEARSON BOW HUNTING *Specials* FOR BEGINNERS AND EXPERIENCED HUNTERS



BEN PEARSON ARCHERY GIFTS FOR EVERYONE

READY
FOR
ACTION!

BEN PEARSON ARCHERY EQUIPMENT YEAR 'ROUND FUN FOR EVERYONE



HOW to enjoy archery with BEN PEARSON equipment

TAKE ONE!

HOW TO SHOOT
A BOW AND
ARROW

SECRETS
OF SUCCESSFUL
BOW HUNTING

THE EQUIPMENT
FOR THE FAST GROWING
YEAR 'ROUND SPORT
archery



YEAR 'ROUND FUN FOR EVERYONE

HOW TO SHOOT
A BOW AND
ARROW



SECRETS
OF SUCCESSFUL
BOW HUNTING



THE EQUIPMENT
FOR THE FAST GROWING
YEAR 'ROUND SPORT
archery



ARCHERY PROGRAM
FOR SCHOOLS
AND CAMPS



THE BEN PEARSON GUARANTEE

All Ben Pearson items are guaranteed for 1 year against defective materials or workmanship. Any item believed to be defective should be returned for repair or replacement.

BEN PEARSON
Pine Bluff, Arkansas



BEN PEARSON TERMS OF SALE

The prices shown in this catalog are base prices from which trade discounts are computed. They are furnished for identification and are not represented to be list, usual or customary retail prices... nor should they be used for this purpose. C.O.D. orders will require a deposit of 25% with order. All shipments will be invoiced at prices in effect at time shipment is made. **PRICES SUBJECT TO CHANGE WITHOUT NOTICE.** Please give shipping instructions with every order, otherwise, we will ship cheapest way. Ben Pearson, reserves the right to alter and improve specifications of any item described herein at any time.

THE LEISURE GROUP INC.



Manufacturers and marketers of leisure time products

2251 E. Seventh St., Los Angeles, Calif. 90023. Phone (213) 264-6650

MANUFACTURING FACILITIES



World's largest manufacturer of archery equipment
Pine Bluff Operations
2912 West Second Street
Pine Bluff, Arkansas 71601
Phone (501) 424-6411



U. S. Makers of quality sprinklers since 1907
Los Angeles Operations
2251 East Seventh Street
Los Angeles, California 90023
Phone (213) 269-8233



Manufacturer of first and best steering sleds since 1885
Philadelphia Operations
5th & Glenwood Avenue
Philadelphia, Pennsylvania 19140
Phone (215) 739-1400



Professional Performance archery for target, field, hunting
Pine Bluff Operations
2912 West Second Street
Pine Bluff, Arkansas 71601
Phone (501) 424-6411



World's largest manufacturer of garden hose sprayers
Pasadena Operations
2251 East Seventh Street
Los Angeles, California 90023
Phone (213) 269-8233



Famous quality sleds for volume merchandising
Philadelphia Operations
5th & Glenwood Avenue
Philadelphia, Pennsylvania 19140
Phone (215) 739-1400

REGIONAL SHOW ROOMS

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