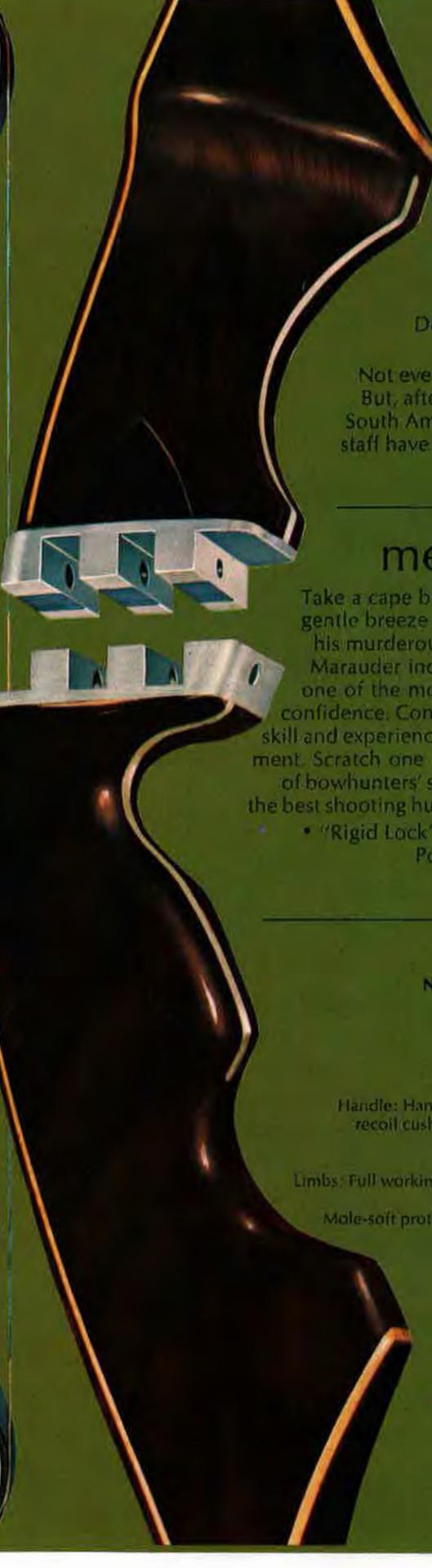


ben pearson

1971 ARCHERY CATALOG



mozambique,  
portuguese east africa  
jim dougherty  
was there for you.

Whether you're a dealer in archery tackle or an archer, you want to know the Ben Pearson line has the guts to do the job. Design innovations, reliable performance, raw power. These were the tests Jim Dougherty answered for you in four grueling weeks of bowhunting in Africa.

Not every Ben Pearson bow and arrow went along. But, after performance tests in every state, Mexico, South America and Canada, Jim and his professional staff have made sure each one is best for your needs.

Get Pearson Power in 1971.

## mercury marauder td

Take a cape buffalo, spot him in the heavy bush where a gentle breeze soothes his cantankerous hide, almost lulls his murderous spirit. Add Jim Dougherty and a Mercury Marauder inching through the bush to striking range of one of the most dangerous animals in the world. Mix in confidence. Confidence in the Mercury Marauder and in the skill and experience of a lifetime of testing bowhunting equipment. Scratch one cape buffalo, downed by the combination of bowhunters' skill with the proven reliability and power of the best shooting hunting bow in the world, Mercury Marauder.

- "Rigid Lock" take down
- Controlled Mercury Cushion Power
- Extra power with precision accuracy
- Powerful cast for flat trajectory

NO. 7340-0 MERCURY MARAUDER TD  
NO. 7910-0 MERCURY MARAUDER, CAMOUFLAGED

Length: 60".  
Clearance: 57/4".  
Draw weights at 28". Stocked 40 to 55 lbs.  
Draw limit: None.  
String (brace) height: 7 1/2" to 8".  
Handle: Hand finished East India rosewood. 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.

All hunting bows available 40 to 65 lbs.  
Allow six weeks for delivery of bows over 55 lbs.

## mercury hunter

Africa provides tough hunting situations. A fifty yard shot with no time to get closer. One hole through thickets of protecting branches. Trajectory is a problem, but not for the Mercury Hunter. High velocity with heavy arrows is the Mercury Hunter's game, squeezing through the tight spots to deliver powerful penetration. Mercury capsule power controls limb torque, puts the muscle where you need it. On target.

Mercury power in the Mercury Hunter... it gets the job done.

• High velocity • Smooth draw • Powerful, long range penetration-full waling recurve • Center shot • Pistol grip

### NO. 7346-0 MERCURY HUNTER

### NO. 7905-0 MERCURY HUNTER, CAMOUFLAGED

Length: 60".  
Clearance: 57".  
Draw weights at 28".  
Stocked 40 to 55 lbs.  
Draw limit: None.  
String (brace) height: 7 1/2" to 8".  
Handle: Hand finished East India rosewood.  
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.



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.



## ambusher

The bow for the close ones.

Designed for the tight situation, right for any hunt that puts you in heavy cover within a few yards of your target. When maneuverability and speed are essential, power and accuracy a must, it's the 48" Ambusher. The Ambusher handles the close range problems whether you want a wart hog or a white tail. The Ambusher points with the ease of a finger, shoots where you're looking. Right now, when it has to be done.

• 48" for maneuverability • Full recurve Pearsonite limbs for power.

### NO. 7360-0 AMBUSER BOW

### NO. 7911-0 AMBUSER, CAMOUFLAGED

Length: 48".

Clearance: 45" (tip to tip while strung)

Draw weights at 28". Stocked 40 to 55 lbs.

Draw limit: None.

String (brace) height: 8 3/4" to 9".

Handle: Hand finished select hardwood.

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.

Shipping weight: 3 lbs.

Specify draw weight, and right or left hand.





## raider

A month of tortuous abuse on the game rich plains of Mozambique provided the final proof. Jim Dougherty and our engineers at Ben Pearson had developed a superb hunting bow after two years of design and testing. The all new Raider.

Starting with the new handle riser material, rugged as it is beautiful, we added a limb design that gives power and long bow stability with short bow convenience. The 58" Raider performs like it looks. With class.

- New, extra fast limb design.
- Perfect form fit handle.
- New Pearson Phenolic handle riser.

NO. 7350-0 RAIDER  
NO. 7915-0 RAIDER, CAMOUFLAGED

Length: 58".  
Clearance: 55".  
Draw weights at 28".  
Stocked 40 to 55 lbs.  
Draw limit: None.  
String (brace) height: 8<sup>3</sup>/<sub>4</sub>" to 9<sup>1</sup>/<sub>4</sub>".  
Handle: Hand finished black Phenolic and East India rosewood. Pistol grip.  
Arrow rest: Beveled edged shelf with quiet carpet rest.  
Sight window: Center shot.

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



## signature td

The first of the great take-downs. Easy to carry in a compact protective 31" case, the Signature is ready to go in seconds. Its precision metal knuckles lock securely with a quick turn of the pin. 58" of powerhouse hunting bow built for any task, anytime, anyplace.

- Stronger than a one piece bow.
- Rigid-Lock take-down.
- Smooth power, long bow stability.

NO. 7331-0 SIGNATURE TD, (INCLUDES CASE)  
NO. 7904-0 SIGNATURE TD, CAMOUFLAGED

Length: 58".  
Clearance: 54<sup>1</sup>/<sub>2</sub>".  
Draw weights at 28".  
Stocked 40 to 55 lbs.  
String (brace) height: 7<sup>1</sup>/<sub>4</sub>" to 8".  
Handle: Solid imported Bubinga.  
Hand finished. Rigid-Lock knuckles are aluminum alloy.  
Government specs. QQ-A-325b.  
Arrow rest: Quiet carpet.  
Sight window: Center shot. Length 4<sup>1</sup>/<sub>4</sub>".  
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: 4<sup>1</sup>/<sub>2</sub> lbs.  
Specify draw weight, and right or left hand.



## bp-h52 the agile one

It could be all afternoon in a tree stand or the cramped quarters of a thicket of African chenatzi. Perhaps it's a hell for leather, heart in your mouth gallop as you guide your horse behind a full cry pack of lion dogs. Whatever the tight situation, it's made to order for this 52" Zebrawood beauty from Ben Pearson. One of the world's most popular, best selling hunting bows. Powerful black Pearsonite limbs coupled with a solid, durable handle give big feel and punch to short bow dimensions. BP-H52, the maneuverable bow that accepts any challenge.

- Exotic Zebrawood riser • Pistol grip • Ideal for tree stand hunters
- Smooth, even draw • New, improved handle design.

NO. 7329-0 BP-H52 HUNTING BOW

NO. 7909-0 BP-H52, CAMOUFLAGED

Length: 52"

Clearance: 47 $\frac{1}{2}$ "

Draw weights at 28". Stocked 40 to 55 lbs.

Draw limit: None.

String (brace) height: 7 $\frac{1}{2}$ " to 8 $\frac{1}{4}$ "

Handle: Hand finished imported Zebrawood. 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 $\frac{1}{2}$  lbs.

Specify draw weight, and right or left hand.

## predator

Think about all the added hunting time available to bow hunters. Consider the advantages and the challenge of hunting with a bow and then sample for yourself the exciting sport of bowhunting. You're going to need tough, powerful equipment capable of any hunting chore. Because you're not yet sure, you need a sound investment with top dollar value. That's the Predator.

- Brown Pearsonite fiberglass limbs • Reinforced tips • New for 1971—Improved semi-pistol grip handle with comfortable thumb rest.

NO. 7359-0 PREDATOR BOW

NO. 7907-0 PREDATOR, CAMOUFLAGED

Length: 58"

Clearance: 54 $\frac{1}{2}$ "

Draw weights at 28". Stocked 40 to 55 lbs.

Draw limit: None.

String (brace) height: 7 $\frac{3}{4}$ " to 8 $\frac{1}{4}$ "

Handle: Hand finished, imported Bubinga and Freijo.

Arrow rest: Beveled edged shelf with quiet carpet rest. Sight window: 4 $\frac{1}{2}$ "

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

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

Shipping weight: 4 $\frac{1}{2}$  lbs.

Specify draw weight, and right or left hand.

## gamester

Maybe 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 all new form fit handle design for 1971. 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, improved design handle for 1971 • Compare and save... the best 56" bow value on the market.

NO. 7388-0 GAMESTER BOW

NO. 7908-0 GAMESTER, CAMOUFLAGED

Length: 56"

Clearance: 52 $\frac{1}{2}$ "

Draw weights at 28". Stocked 40 to 55 lbs.

Draw limit: None.

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

Handle: Hand finished, contrasting laminated hardwoods.

Arrow rest: Beveled edged shelf with quiet carpet rest.

Sight window: Center shot. Length 4 $\frac{3}{4}$ "

Limbs: Full working recurve. Black Pearsonite fiberglass.

String: Custom Dacron, pre-stretched, pre-waxed.

Bow stringer included.

Shipping weight: 3 $\frac{1}{2}$  lbs.

Specify draw weight, and right or left hand.

## bronco

Ideally suited for your future hunting partner's first bow. Designed like Dad's, it's the perfect gift with the perfect fit for little guys and gals. Pearson power performance in draw weights of 25 to 35 lbs., a true laminated bow for those small hands. Ready for practice sessions or that first cottontail rabbit.

NO. 7010-0 BRONCO BOW

NO. 7900-0 BRONCO, CAMOUFLAGED

Length: 48"

Draw weights at 26". Stocked 25 to 35 lbs.

Draw limit: 27"

String (brace) height: 6 $\frac{1}{4}$ " to 7"

Handle: Selected imported hardwoods. High gloss finish. Semi-pistol grip.

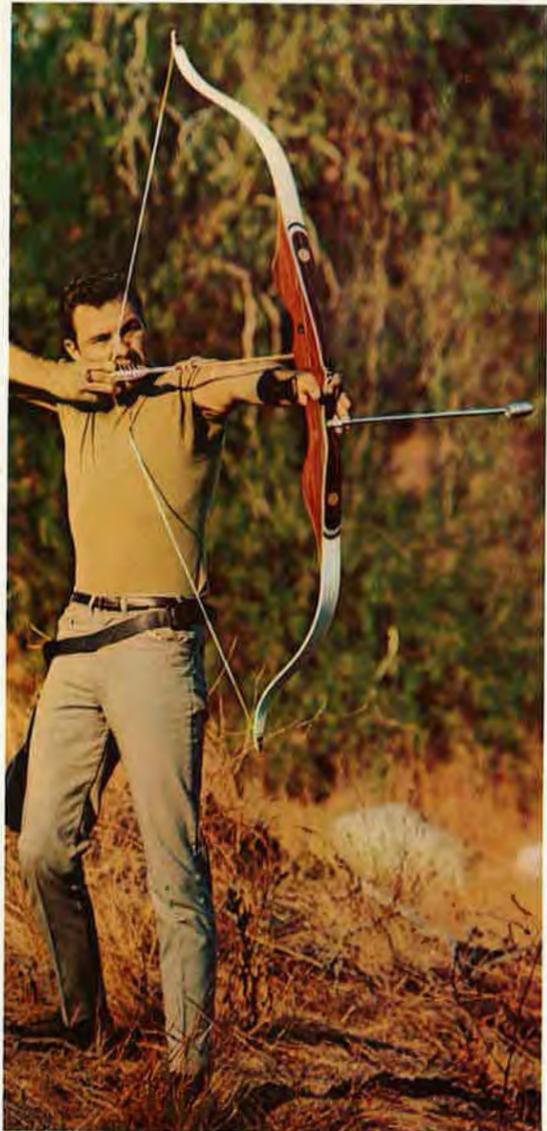
Sight window: Center shot. Length 4"

Limbs: Recurve. Pearsonite fiberglass.

String: Custom Dacron, pre-stretched, pre-waxed.

Shipping weight: 1 $\frac{1}{2}$  lbs.

Specify draw weight, and right or left hand.



## lord mercury

Above all, the serious tournament archer requires complete confidence in his bow. The Lord Mercury provides it. For years, The Lord Mercury has been the partner in perfection for the nation's leading archers with a continuing record of major tournament victories and perfect scores. The Lord Mercury answers the need for maximum stability, provided by the exclusive mercury capsules. Accuracy and extreme power are smoothly and comfortably delivered. This fine bow is the product of years of experience and research, constantly improved with better technology and new materials. The Lord Mercury does it all. The bow of the champions.

**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.

Two patented Mercury recoil and torque absorber capsules are built into the handle. A third Mercury cartridge is sealed in the optional stabilizer rod to help avoid "lefts" and "rights."



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

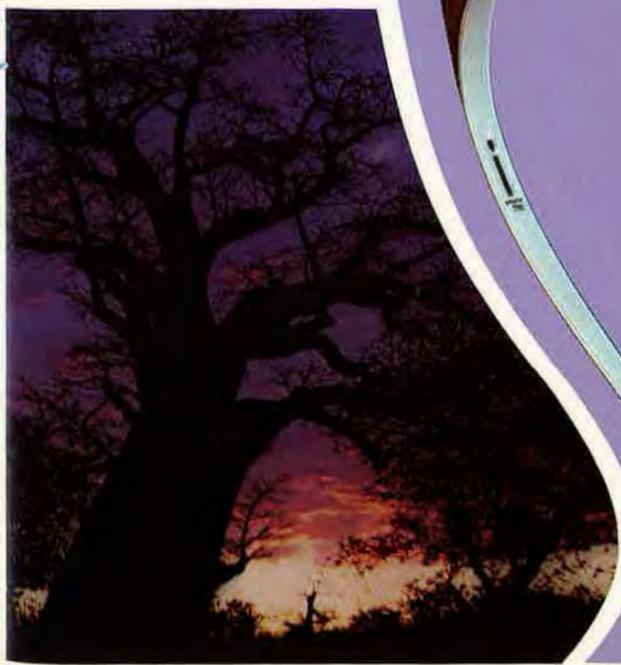


## competitor td

If you have a bow with 66" of performance proven accuracy tapped for the famous Mercury stabilizer, plenty of sight window for those long targets and the cast to make them easy, you really have a bow. Add to it the exclusive "Rigid-Lock" take-down portability for the traveling tournament shooter and you have the Competitor. This smooth shooting beauty has become popular in the heavier dark limbed weights over 40 pounds with the increasing number of bowhunters who prefer longer hunting bows with tournament stability.

**NO. 7190-0 COMPETITOR TD**

Length: 66" (167.6 cm)  
 Draw weights at 28". Stocked 30 to 55 lbs.  
 Draw limit: None.  
 String (brace) height: 7 1/2" to 8 1/2".  
 Handle: Hand finished, imported Bubinga and rosewood.  
 Pistol grip: Rigid-Lock aluminum alloy knuckles.  
 Arrow rest: Brush type under 40 lbs., quiet carpet over 40 lbs.  
 Sight window: Center shot. Length 7".  
 Limbs: Full working recurve. Pearsonite fiberglass. White under 40 lbs. Black over 40 lbs.  
 Carrying case: Black vinyl. Heavy duty zipper. Mole soft protective lining. Inside pocket for accessories.  
 String: Custom Dacron pre-stretched, pre-waxed.  
 Bow stringer included.  
 Mercury stabilizer: Optional extra. Handle tapped for it.  
 Shipping weight: 8 1/2 lbs.  
 Specify draw weight, and right or left hand.



## contender

Today, many archers are looking to 1972 and the Olympics. Others are setting their sights on the thrilling challenge of competition in indoor leagues. 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 compliments 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 50 lbs.  
 Draw limit: None.  
 String (brace) height: 7 1/2" to 8 1/4".  
 Handle: Hand finished imported hardwoods.  
 Pistol grip. Tapped for Mercury stabilizer.  
 Arrow rest: Bi-radial shelf with Teflon tabbed rest.  
 Sight window: 7 1/2".  
 Limbs: Full working recurve. Pearsonite fiberglass. White under 40 lbs. Black over 40 lbs.  
 String: Custom Dacron, pre-stretched, pre-waxed.  
 Shipping weight: 4 1/2 lbs.  
 Specify draw weight, and right or left hand.



# 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.

## THE COUGAR

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

## THE VARSITY

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

## THE PONY

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

## THE MAVERICK

Best bow for children. Shoots right or left hand.



## NO. 7070-0 COLT NO. 7902-0 COLT, CAMOUFLAGED

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 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.

## NO. 7050-0 COUGAR HUNTING BOW NO. 7901-0 COUGAR, CAMOUFLAGED

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.

## 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 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.

## 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 3/4" to 7 1/2".  
Handle: Solid hardwoods, with Delrin arrow rests both sides, for right or left hand.  
Limbs: Semi-recurve. Pearsonite fiberglass.  
Shipping weight: 2 lbs.  
Specify bow weight.

## NO. 7196-0 MAVERICK

Length: 48".  
Draw weights: Approx. 20 lbs.  
Handle: Solid hardwoods, with Delrin arrow rest on both sides, for right or left handed.  
Limbs: Pearsonite fiberglass.  
Shipping weight: 1 3/4 lbs.

# 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-stretched, 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. Ship. wt. 1 lb. 8 oz.

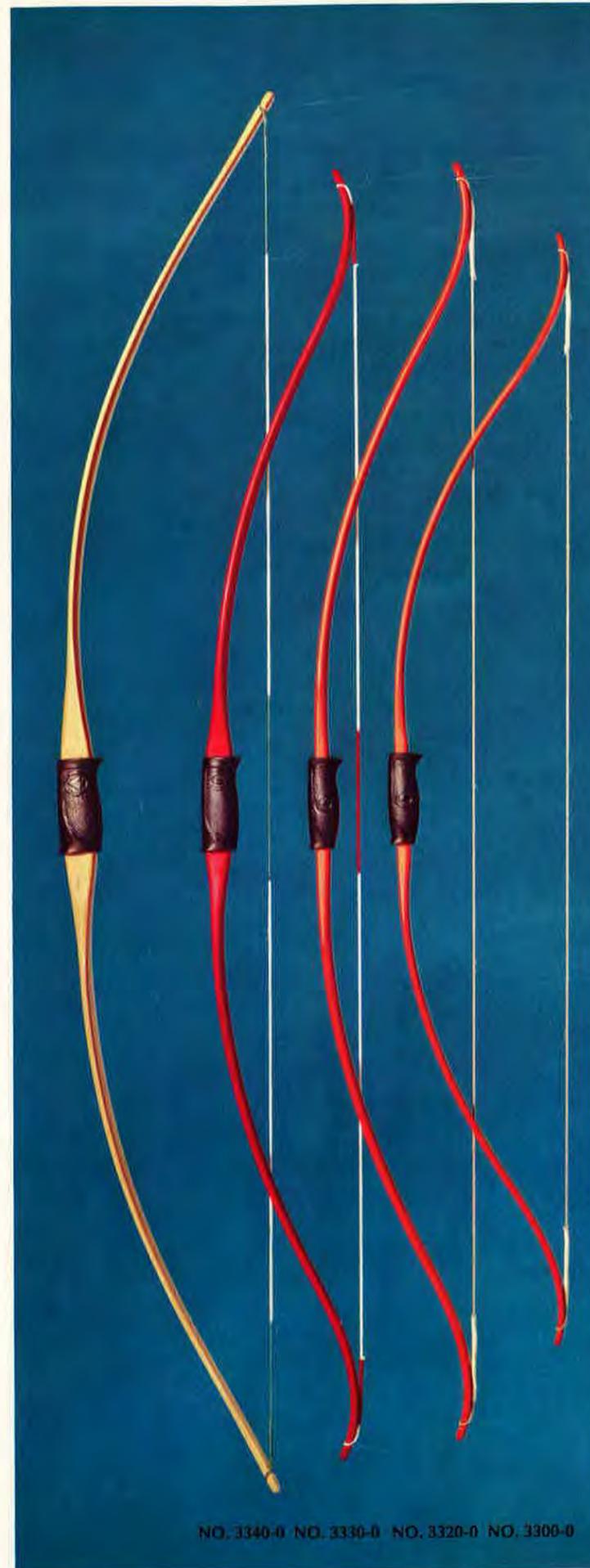
Order all fiberglass bows in multiples of 6.



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

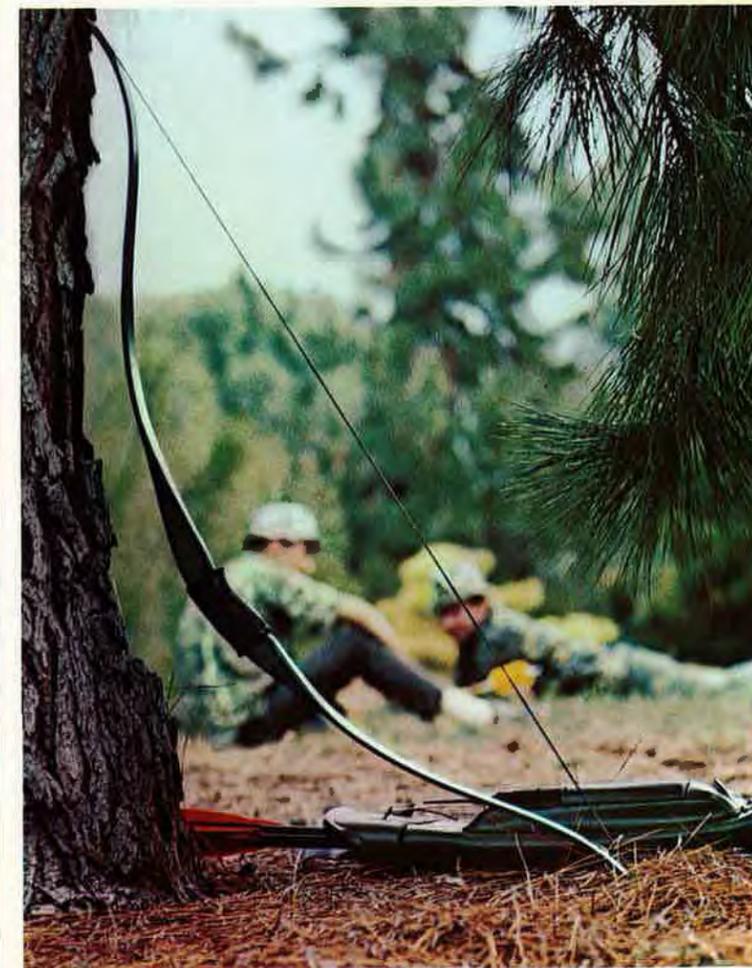
Length 54". Sight window. Weight approximately 25 lbs. at 24". Ship. wt. 1 lb.

## 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 TRACER™

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 55 lb. bows, 29" length. Convenient Indx nocks. Comes in folding carrying case for lasting arrow protection. Available in dozens only.

NO. 2153-2 with Deadhead point. Dozen pack.

NO. 2152-2 six Deadhead points and six weighted field points.

### 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 55 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 55 lb. bows 29" and 30" lengths. Indx nocks.

NO. 2160-2 (dozen) no point, 5 degree tapered.

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

NO. 2165-2 (dozen) with Deadhead point.

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

NO. 2161-2 (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 55 lb. bows. 29" length. Indx nocks.

NO. 2140-2 (dozen) no point, 5 degree tapered.

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.

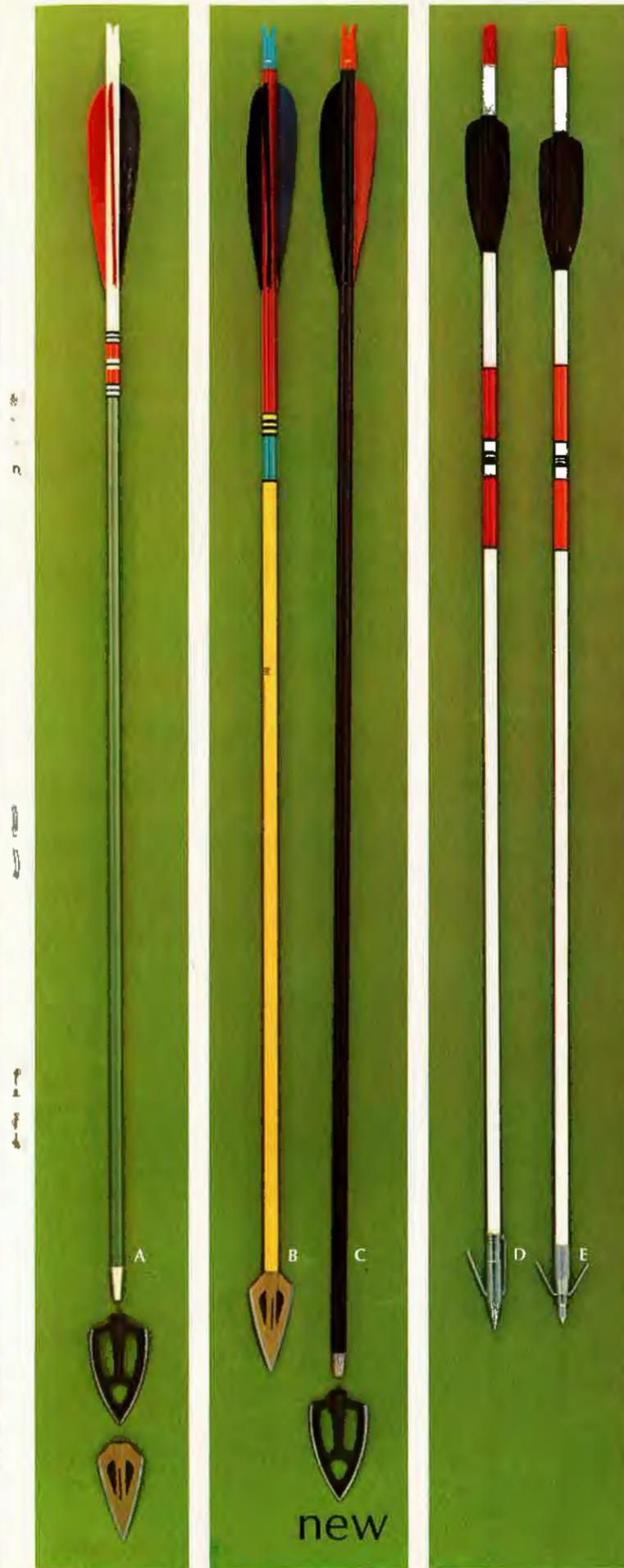
NO. 2145-2 (dozen) with Deadhead point.

NO. 2146-1 (half dozen) with Hi-Precision 3-Blade.

NO. 2146-2 (dozen) with Hi-Precision 3-Blade.

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

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



## ben pearson hunting arrows

### A-MERCURY XX-80 PEARSON-EASTON 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 closely matched in 5 lb. spine increments, 40 lbs. to 65 lbs., 29" or 30". Available only from Ben Pearson.

NO. 2610-1 — one half dozen — Deadhead point.

NO. 2610-2 — one dozen — Deadhead point.

NO. 2612-1 — one half dozen — Razorhead point.

NO. 2612-2 — one dozen — Razorhead point.

NO. 2614-1 — one half dozen — No point, 5" inserts included. Full length only.

NO. 2614-2 — one dozen — No point, 5" inserts included. Full length only.

### B-MATCHED "MICRO-FLITE" FIBERGLASS HUNTING ARROW

Enjoy "Micro-flite" precision in your hunting arrows. 5", parabolic trimmed, fletching and brush crest. Matched within 3 grains in 5 lb. spine increments for 40 to 60 lbs.

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

NO. 2761-1 — one half dozen — Razorhead point, 29" or 30".

NO. 2761-2 — one dozen — Razorhead point, 29" or 30".

NO. 2730-2 — one dozen — weighted field point, 28".

### C-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 no point, in 5 lb. spine increments for 40 to 60 lbs. 29" only.

NO. 2750-2 — one dozen — no point, 5" insert included. Full length only.

NO. 2755-2 — one dozen — Deadhead point.

### D-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. 30" length, two-color brush crest.

NO. 2780-0 each in new, easy to display package.

### E-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. 30" length, two-color brush crest.

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



## 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. 2160-2 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.

### FLU-FLU ARROWS

#### MATCHED CEDAR FLU-FLU ARROWS

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.

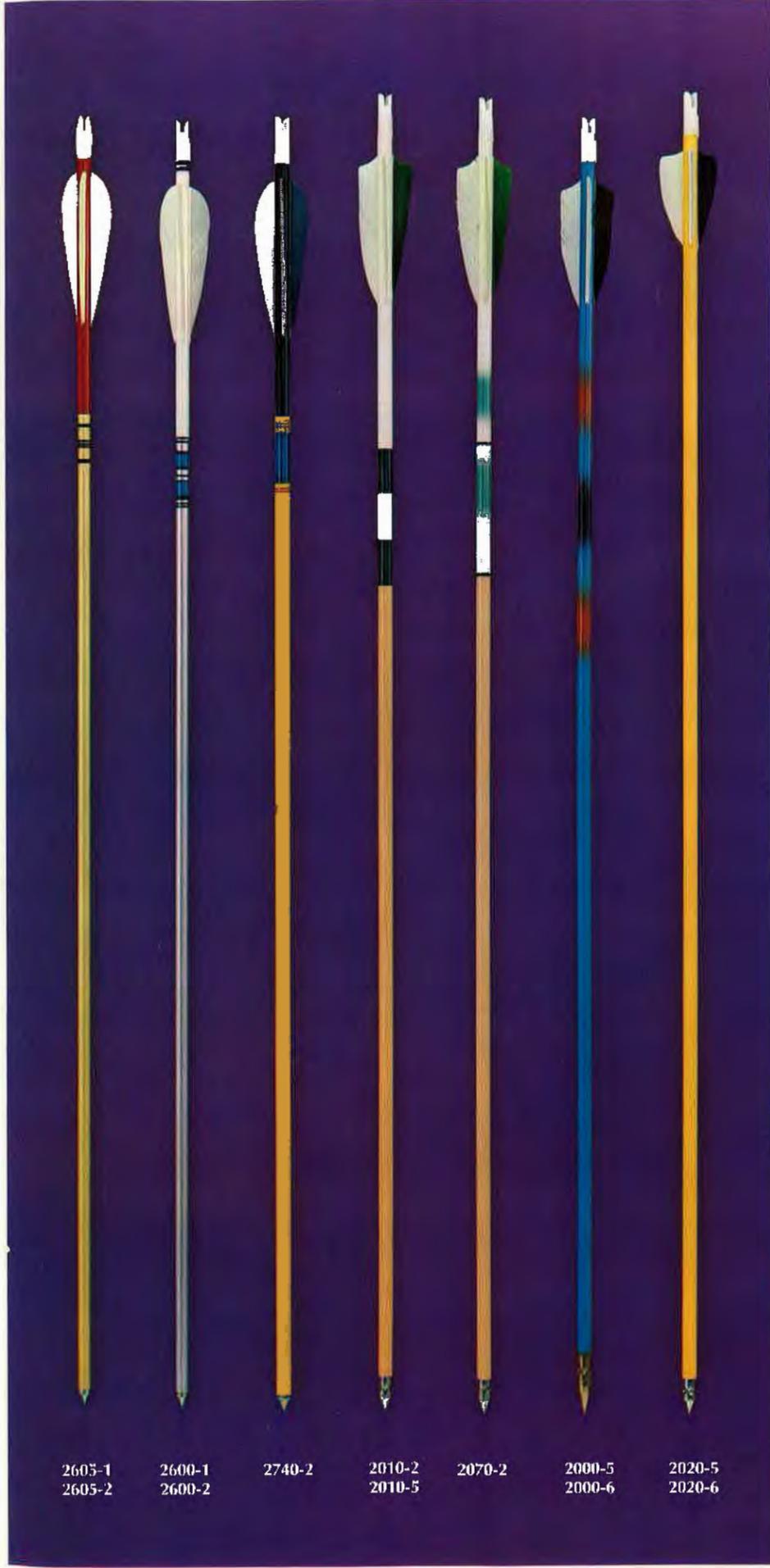
#### NEW ECONOMY FLU-FLU ARROW

New radical fletch design at a popular price. Great for aerial practice or bird hunting.

NO. 2040-9 — 2 dozen in display 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).

2151-2      2120-1  
2120-2      2110-2  
2110-5      2100-5      2125-9      2040-9



## 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 Indx nocks to give you the ultimate precision available in a fiberglass arrow. Matched within 3 grains. See chart for sizes available.

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.

2605-1      2600-1      2740-2      2010-2      2070-2      2000-5      2020-5  
2605-2      2600-2

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

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

X—Available

\*No. 2070 not available in full length

## 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.*

### NO. 7570-3 VARSITY ADVANCED SET

Recommended for advanced students, schools, camps and youth groups. No. 7120-0 Varsity Bow; 25 to 40 lbs. Six 28" matched Port Orford cedar target arrows. Leather shooting tab. Armguard. Belt type bow 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.*

### 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 flu flu 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.*

### 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. 20 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 quivers. Top grain cowhide shooting tab. Heavy duty hunting arm-guard. Full-color face... and Ben Pearson's valuable booklet, "Secrets of Successful Bow Hunting." In attractive, plastic-sealed gift package. *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 Ben Pearson's famous "Deadhead" 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

Order all sets in multiples of 6.



**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.



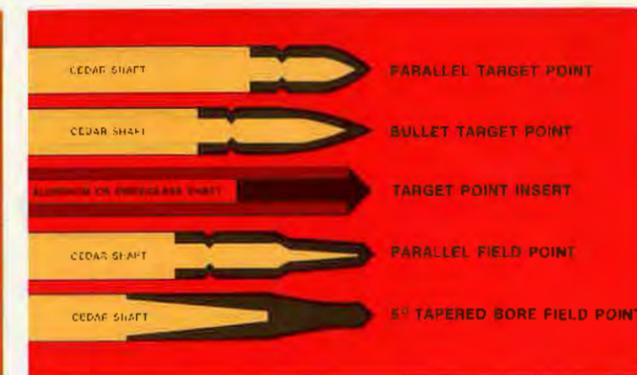
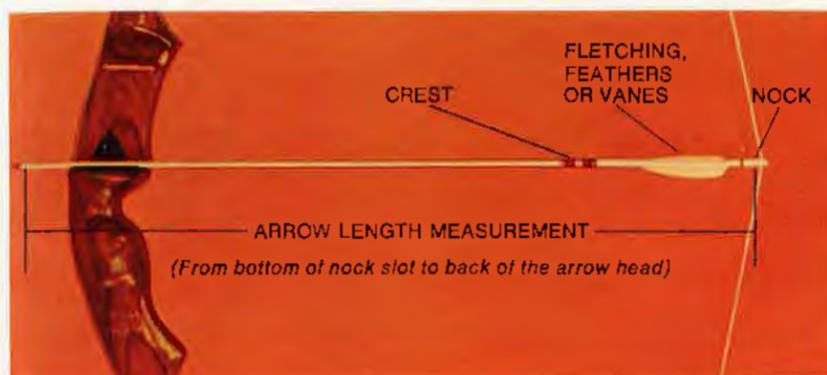
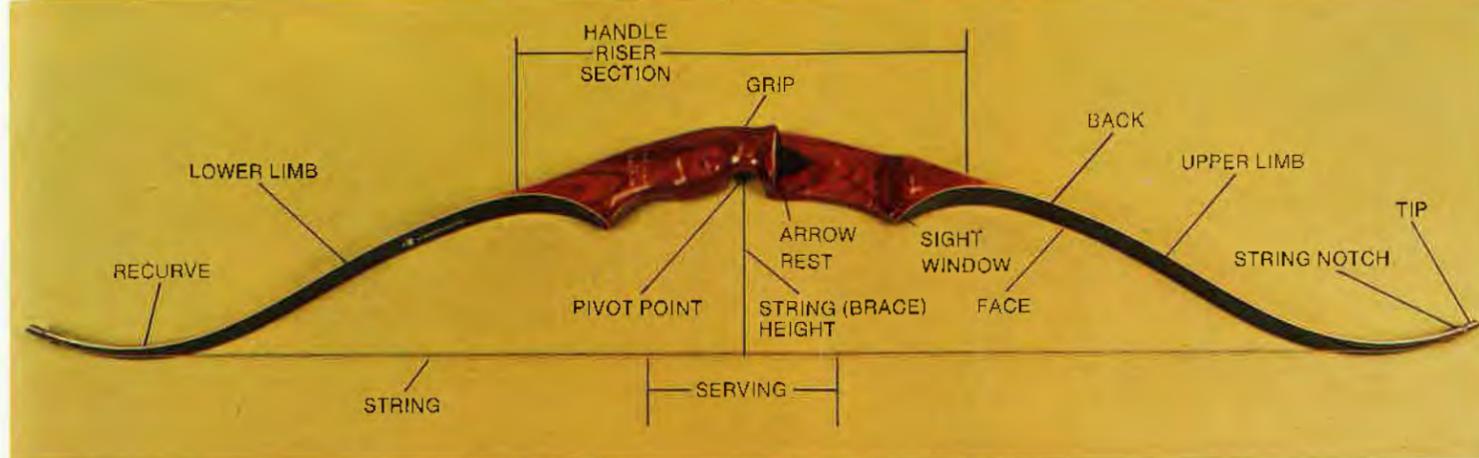
**NO. 3720-3 INTERMEDIATE SET**  
A good set for camps, schools and intermediate groups. No. 3330-0 fiberglass 54" bow with sight window, new non-slip handle. Draw weight approximately 25 lbs. at 26". Four 26" cedar practice arrows with target points. Vinyl shooting tab. Belt quiver. One four-color standard round target face. Ben Pearson's folder, "Tips on Shooting." Shipping weight 2 lbs. 8 oz.



**NO. 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.



## 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, Pine Bluff, Arkansas 71601, 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 OWNER SHIP	First 12 months from date of purchase	12 to 24 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.

## 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 5 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. 8785-0 LADIES TARGET QUIVER

Lightweight, neat and trim! Beautiful blue leather, belt clip. Easily accommodates six target arrows. Matches Blue Armguard and Glove.

### 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. 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.

### 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

### A-NO. 8610-0 TAKE-DOWN BOW CASE

Black Vinyl. Heavy duty zipper. Mole-soft protective lining. Inside pocket for string and accessories. For 58" bow.

### B-BOW CASE

Complete bow protection. Fashioned of tan vinyl, with double padded insulation, soft flannel lining. Carrying handle, heavy duty zipper, inside pocket. NO. 8522-0 for all bows up to 5'4". NO. 8524-0 for all bows 5'6" to 5'10".

### C-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".

### D-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".

### E-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. 32" x 7" x 11".

## 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. 8721-0 LADIES' GLOVE

Top quality blue leather, adjustable wrist band. Small, medium and large.

### E-NO. 8706-0 HAIR TAB

String side, sheared calf for clean release. Top, cowhide for finger protection. Small, medium, large. Left or right hand.

### F-NO. 8710-0 EASY-ON FINGER TAB

Double thick cordovan leather for comfortable fit. Large, medium, small.

### G-NO. 8740-0 WESTERN FINGER TAB

Single thickness cowhide. For lightweight bows. Large, medium, small.

### H-NO. 8790-0 POWDER POUCH

Easy-to-fill tan vinyl pouch, snap-down flap keeps powder dry, fine screen for proper, quick application.

### I-NO. 8640-0 HUNTING ARMGUARD

Top grain cowhide, heavy duty, adjustable straps. Concealed spring steel stay. Soft suede lined.

### J-NO. 8750-0 SKELETON TYPE

Cowhide with concealed spring steel center stay. Soft suede lined. Two adjustable elastic straps.

### K-NO. 8760-0 HUNTING ARMGUARD

Protects entire forearm. Holds camo-shirt out of the way. Advised for beginners. Quality leather, soft suede lined, adjustable arm straps.

### L-NO. 8631-0 LADIES' ARMGUARD

Blue leather, full length steel center stay, adjustable arm straps, suede lined.

### M-NO. 8630-0 LADIES' ARMGUARD

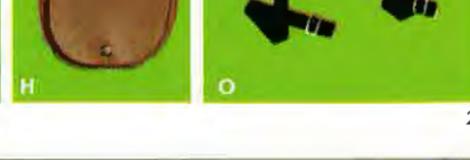
White leather, full length steel center stay and adjustable arm straps. Suede lined.

### N-NO. 8680-0 ARMGUARD

Heavy vinyl reinforced with concealed spring steel center stay. Soft suede lined.

### O-NO. 8650-0 ECONOMY ARMGUARD

Made of vinyl and adjustable elastic bands. Soft vinyl lined.





## target faces

**A-BLACK AND WHITE FIELD FACES ON HEAVY TAG STOCK**—One doz. 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.

**B-INDOOR ROUND ON HEAVY TAG** NO. 1473-1—16", half doz.

**C-BLUE AIAA AND PAA APPROVED INDOOR ROUND** NO. 1463-1—20", half doz.

**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.

**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.

## targets and stands

**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.

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

**H-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.

**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 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.

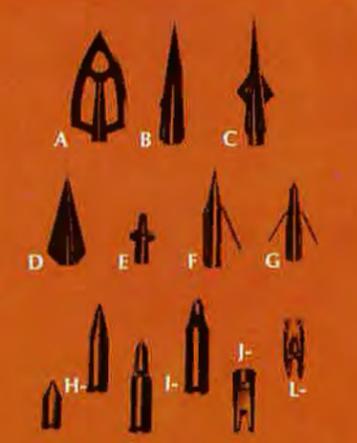
**N-NO. 4380-0 DELUXE METAL TARGET STAND**  
Sturdy tripod with adjustable brackets for large or small targets. Rubber tips on legs permit use on indoor floors. Stand folds down and fits into heavy paperboard tube which is handy for carrying and storing. Ship. wt. 2 lbs.

**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 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.

**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 tube 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-planing. Excellent penetration. High grade cutlery steel. Light but massive and strong. 1 3/8" wide by 2 7/8". Wt. 130 gr. Standard 5° taper. Ship. wt. 2 oz.  
NO. 5760-9—3 in Blister Pak  
NO. 5760-5—1/2 Gross Pak  
NO. 5770-9—(1 3/8" x 3 5/8", 150 gr.) 3 in Blister Pak

**B-ARROWMATE FOUR-BLADE BROADHEAD HUNTING POINT**  
Finest grade spring steel, has positive attachment to Nylon ferrule. 1/8", 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 3/4" 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.

**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 3/8" 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 3/8" shaft

**H-TARGET POINT**  
Packed in dozens  
NO. 9801-2—Parallel target point 3/8"  
NO. 9882-2—Parallel target point 3/4". 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 3/8". Ship. wt. 4 oz.  
NO. 9843-2—Tapered bore, non-skid field point 1/2". Ship. wt. 4 oz.

**J-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 1/4"  
NO. 9651-2—Size 3/8"  
NO. 9652-2—Size 1/2"  
NO. 9663-2—Size 1/2"

**K-BJORN NOCK**  
A precision designed nock for the tournament archer who requires uniformity. One dozen.  
NO. 9640-2—Size 1/4"  
NO. 9641-2—Size 3/8"  
NO. 9642-2—Size 1/2"  
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.

**CEDAR ARROW SHAFT**  
Size 3/8". Selected Port Orford Cedar. 30" length. Same quality as No. 2000.  
NO. 5672-2 (doz.)  
NO. 5672-7 (pack of 100)

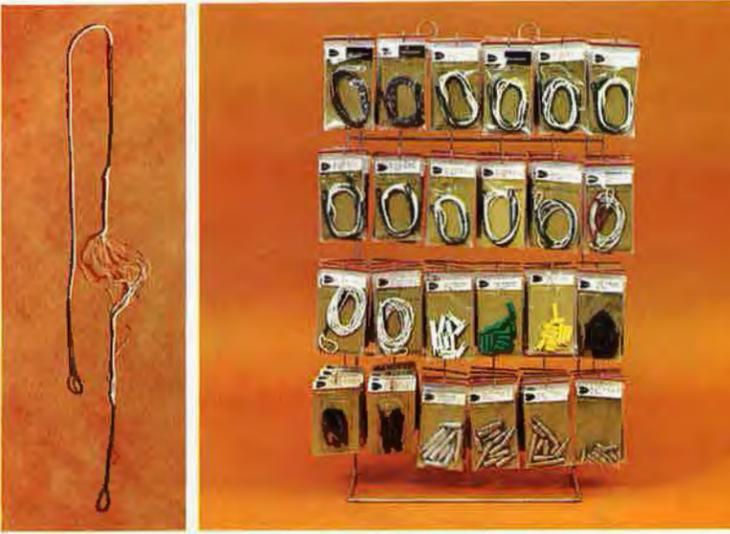
**NO. 9550-9 TAPERING TOOL KIT** (Not shown)  
A complete tapering tool kit. Includes bushings to fit 1/4", 3/8", 1/2" and 5/8" shafts... all oversize to clear oversize or painted shafts. Shipping weight 2 oz.

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

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

**NO. 9360-0 FEATHER 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.

**NO. 9010-3 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.



## 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. One heavy duty size for all bows from 40-64 lbs, for quieter shots. Specify bow length—48", 52", 56", 58", 60", or 62". 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.

1/4" 45-55 lbs.	1/2" 35-45 lbs.	3/8" 45-55 lbs.	1/2" 45-55 lbs.	1/4" 45-55 lbs.
1/2" 35-45 lbs.	1/2" 45-55 lbs.	1/2" 35-45 lbs.	1/2" 45-55 lbs.	1/2" 35-45 lbs.
1/2" 45-55 lbs.	1/2" 35-45 lbs.	1/2" 45-55 lbs.	1/2" 35-45 lbs.	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. 6390-9. Ship. wt.: 1 lb. 8 oz.

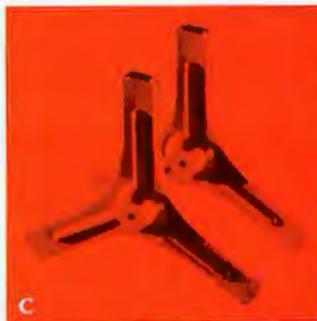
one 48", four 52" | four 56", six 58" | five 60", four 62"

NO. 6480-9—Accessory rack assortment. A profit proven accessory mix packed with a sturdy wire rack for peg board or counter.  
12 each NO. 6340-0 Single Loop polyester,  
12 each NO. 6350-0 Strings (4/48", 4/54", 4/60")  
12 NO. 6320-0 Strings  
1/2" 25-35 lbs. | 3/8" 35-45 lbs. | 1/2" 45-55 lbs. | 1/2" 35-45 lbs. | 1/4" 25-35 lbs.  
12 NO. 6390-0 Camouflaged strings  
one 48", two 52" | two 56", three 58" | two 60", two 62"

36 NO. 6380-0 Strings  
1/4" 45-55 lbs. | 1/2" 45-55 lbs. | 3/8" 25-35 lbs. | 1/2" 45-55 lbs. | 1/4" 25-35 lbs.  
1/2" 45-55 lbs. | 1/2" 35-45 lbs. | 1/2" 45-55 lbs. | 1/2" 35-45 lbs. | 1/2" 35-45 lbs.  
1/2" 45-55 lbs. | 1/2" 45-55 lbs. | 1/2" 45-55 lbs. | 1/2" 35-45 lbs. | 1/2" 35-45 lbs.

6 pks. No. 9802-2 Pts. 1/4" | 3 pks. No. 9843-2 Pts. 1 1/2" | 6 pks. No. 9663-2 Nocks  
6 pks. No. 9822-2 Pts. 1/2" | 3 pks. No. 9850-9 Pts. 1 1/2" | 3 pks. No. 5760-9 Dead-  
3 pks. No. 9823-2 Pts. 1 1/2" | 6 pks. No. 9652-2 Nocks | heads

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



## 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 KWIKEE SILENCERS**  
Eliminate string "twang" 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

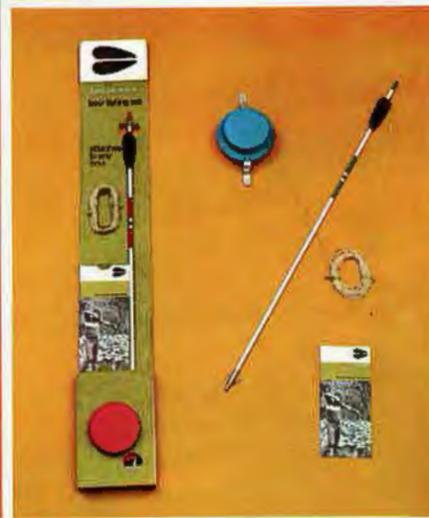
### NEW MERCURY-TIP STABILIZER®

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, 3/16" x 24" **NO. 5230-0**—3 ounce, 3/16" 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.



## 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. 1405-0 SIGHT BAR ATTACHMENT**  
For bows with stabilizer points on face.

**C-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.

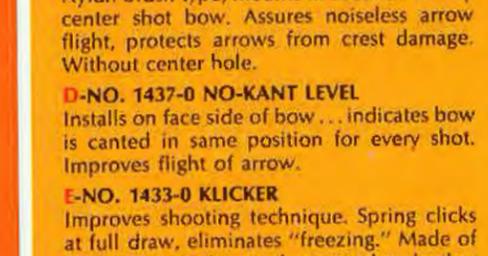
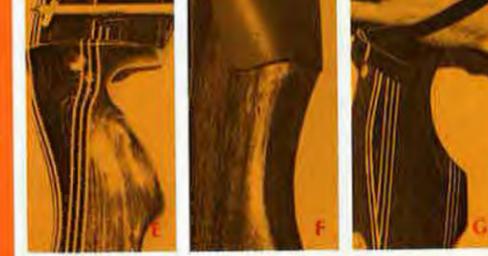
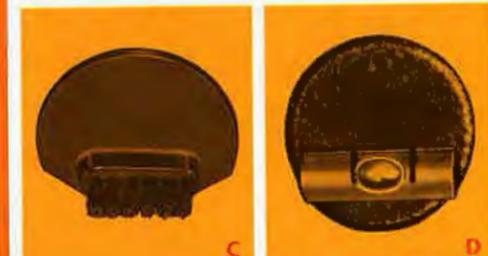
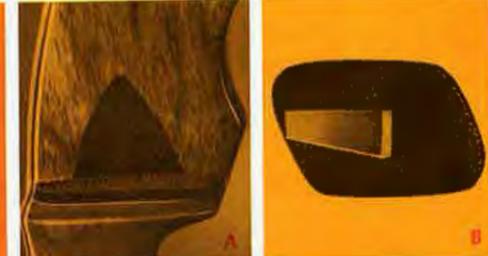
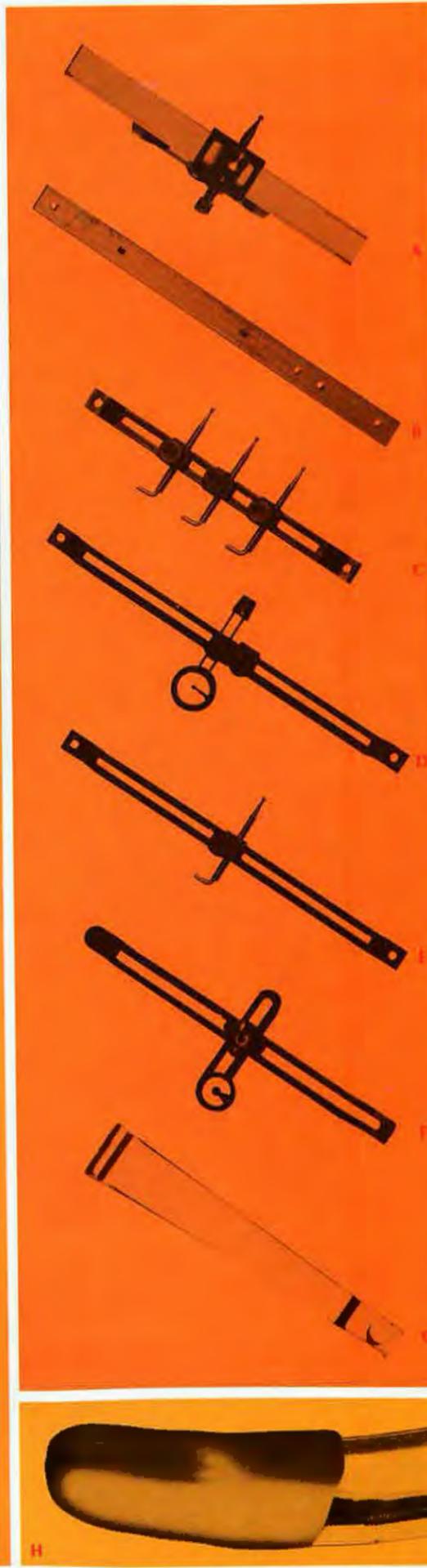
**D-NO. 9970-0 FIELD WITH HOOD & POST**  
Smooth adjust for elevation and windage. Removable end caps permit fit to any bow. Tape on or screw on.

**E-NO. 9950-0 TARGET PIN SIGHT**  
Adjust for height and windage. Anodized metal and unbreakable polyethylene. Tape on or screw on.

**F-NO. 9920-0 BOW SIGHT**  
Adjustable for height and windage. Lightweight flexible steel. Easily attached to bow with tape. Ship. wt. 2 oz.

**G-NO. 1521-0 CHAMPION SIGHT EXTENSION BAR**  
Used by tournament archers to extend sight forward. Gives clearer sight picture, compensates for bow-hand torquing, makes sight adjustments less critical, assures more precise aiming.

**H-NO. 1447-0 BOW TIP PROTECTOR**  
Protects bow while stringing... holds string in place... keeps bow tip like new. Soft pliable rubber. Fits all bows.



### 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.

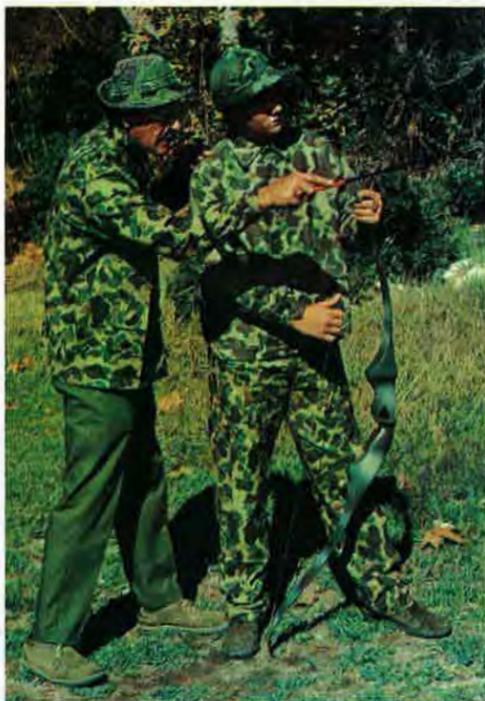
**C-NO. 1415-0 PARA-REST**  
Nylon brush type, mounts in seconds on any center shot bow. Assures noiseless arrow flight, protects arrows from crest damage. Without center hole.

**D-NO. 1437-0 NO-KANT LEVEL**  
Installs on face side of bow... indicates bow is canted 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.



## camouflage products

### NO. 1512-0 CAMO JACKET

Five-color, light weight, water-repellent poplin, can be worn for warm weather shooting, or over winter garments. It is cut full so you can move around in comfort. Two big pockets hold a lot. The material matches No. 1513-0 pants. Specify small, medium, large or extra large. Shipping weight 1 lb.

### NO. 1513-0 CAMO PANTS

Designed to match No. 1512-0 jacket, the five-color pants are also made of the same light weight, water-repellent poplin, full cut for comfort. There are two large cargo pockets in front, one button-flap hip pocket, zip front. Specify small, medium, large or extra large. Shipping weight 1 lb.



### 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



## archery action color movies

16 mm sound/color films are available on loan to clubs and groups on request. The fee is \$5.00 payable in advance. Order by title, and mail check payable to Ben Pearson Film Library, 421 N. Altadena Drive, Pasadena, Ca. 91107. Films are to be returned immediately after use, postage prepaid.

**"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.

\*Available at your Ben Pearson archery dealers. Or write Ben Pearson Customer Service Dept., 2912 West Second Street, Pine Bluff, Arkansas 71601, enclosing 25¢ for handling.

## booklets and 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, and many other things you should know. 8 1/2" x 11" size.

**"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 and tracking.

**"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 on fundamentals of archery.

**"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.



## to our dealers:

Here's how Ben Pearson can increase your 1971 archery profits.

**SELF-SELLING MERCHANDISE** Each product is clearly marked as to size and use and is pre-sold by our extensive national advertising program.

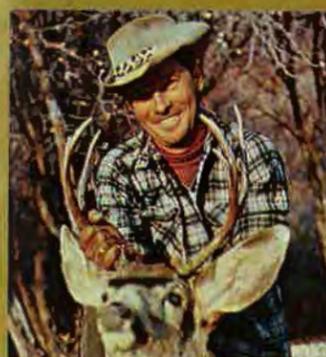
**CONSUMER ORIENTED PRODUCTS** New or improved product design begins with consumer research and ends with merchandise that meets consumer needs.

**IN-STORE SALES AIDS** Ben Pearson takes the guess work out of buying and selling archery tackle with—suggested stocking assortments; "How-to-Select" charts to aid the beginning archer; Starter Sets to fit all budgets and age groups; in-store display material (shown at left) to focus attention to your archery center; and banners for building your own display.

**PROMOTIONAL MATERIALS** The following are available to you at no charge: glossies of all products to simplify your catalog preparation, product and headline repro-proofs for your local advertising.

To take advantage of all this profit-building support, see your Ben Pearson representative, or call Manager of Customer Service, Pine Bluff, (501) 534-6411.

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**ben pearson**

## INDEX

HUNTING BOWS	3 TO 9, 12, 14
TOURNAMENT AND TARGET BOWS	10 TO 15
ARROWS	16 TO 19
ARCHERY SETS	20 TO 22
NOMENCLATURE AND GUARANTEES	23
LEATHER GOODS	24, 25
TARGETS AND FACES	26
BOW STRINGS	27
ACCESSORIES	27 TO 29
CAMOUFLAGE EQUIPMENT	30
MOVIES AND BOOKLETS	30
ADVISORY STAFF	31
DEALER MERCHANTISING AIDS	31