



ben pearson

1970 archery catalog no. 42



NOW!



*WHAT IT TAKES. Jim Dougherty, Director of Ben Pearson Archery Advisory Staffs, with record class Colorado black bear taken with Mercury Marauder TD bow. (See next page.)*



# NOW!

There he is. This is it. You draw... carefully but quickly... GOT HIM! At this crucial instant you are rewarded with a trophy to prize for life... because you've got what it takes... Pearson Power archery tackle. Prepare now for your great moments of excitement. Make tracks to the dealer stocking Ben Pearson archery tackle. See the new BP bows, arrows and accessories... the superior products of archery. They have what it takes.



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Patented mercury-loaded steel cartridge sealed in upper riser.

RIGID-LOCK  
patented by  
Ben Pearson

New

Second mercury-loaded steel cartridge sealed in lower riser.

## NEW MERCURY MARAUDER TD HAS MORE OF WHAT IT TAKES THAN ANY OTHER BOW

"You better believe it!" says Jim Dougherty.\* "Thirteen of the most experienced hunters, our Advisory Staff, have been field-testing prototypes of this bow for over a year. It's been knocking down record class deer, moose, bear, cats and other game from Arkansas to Alaska, Colorado, Michigan, Mexico . . . everywhere. The resulting Mercury Marauder has a unique combination of features. Its East India Rosewood riser design has both beef and sleek contour design. Pistol grip and thumb rest are sculptured for just-right feel and bow-hand control. It's a six-second takedown. Easy to carry on your saddle or backpack. Simple, rugged metal knuckles slip together easily, without tools, making a rigid fist lock with more strength than any one-piece bow, plus added heft and stability. This takedown, with Pearson's patented mercury-loaded cartridges built into the handle, fires your heavy hunting arrows with unbelievably smooth, controlled power and precision.

### NO. 7340 MERCURY MARAUDER TD NO. 7910 MERCURY MARAUDER TD, CAMOUFLAGED

Length: 60".  
Draw weights at 28". Stocked 40 to 55 lbs.  
Draw limit: None.  
Recommended draw for perfect performance: 26" to 30".  
String (brace) height: 7½" 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: 5½ 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.*

*\*Jim Dougherty, Director (Center), Don McIntosh (right) and George Wright, of the Ben Pearson Bowhunting Advisory Staff, with three record class moose trophies taken on Alaska's Mishik River, during 1969 Mercury Marauder field test.*



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.



## HOW MERCURY CONTROLLED POWER HELPS YOU GET A HIT INSTEAD OF A MISS

You want a bow that "fires" a heavy arrow with high velocity, low trajectory, long range, penetrating striking force. This requires powerful limbs which, when drawn and suddenly released, develop tremendous whip action, forward beyond the bow's normal contour, and back. Several years ago, BP designers began experimenting with elemental mercury shock reducing agent. Mercury had proven to be very effective for reducing vibration and resonance in the crank shaft of powerful auto racing engines. It was even more effective in bows. Steel cartridges partly filled with pure mercury were sealed into upper and lower handle riser. On release of the limbs' powerful force, vibration and resonance were absorbed by the peculiar action of mercury, which disintegrates explosively and pulls itself together. What you enjoy as a hunter is smoothly controlled power found in no other bow. With this Pearson Bow, you've got what it takes . . . to make a hit instead of a miss.

## NEW IMPROVED MERCURY HUNTER ANOTHER SURPRISE FOR 1970

Not until that exciting instant when you're facing trophy game eye-to-eye, will you appreciate what's happened to the *Mercury Hunter*. It was well established as the most effective weapon in bowhunting for three years, but BP staff bowhunters and designers working together have continued to improve it. The pistol grip now has a better feel, with sculpturing that gives the bow hand still better control. It has all the Mercury controlled Pearson Power shooting characteristics of the new Marauder, without the takedown feature.

### NO. 7346 MERCURY HUNTER

### NO. 7905 MERCURY HUNTER, CAMOUFLAGED

Length: 60".  
Draw weights at 28": Stocked 40 to 55 lbs.  
Draw limit: None.  
Recommended draw for perfect performance: 26" to 30".  
Drawing (brace) height: 7½" to 8".  
Handle: Hand finished East India rosewood.  
Two built-in mercury recoil cartridges.  
Pistol grip.  
Arrow shelf: Beveled edged.  
Quiet carpet arrow rest.

Specify draw weight, and right or left hand.

Sight window: Center shot, length: 5".  
Limbs: Full working recurve, brown Pearsonite fiberglass, reinforced tips.  
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: 5½ lbs.





## NEW SIERRA STALKER BOW

It's designed along lines similar to the new Mercury Hunter, but 24 ounces lighter. Short enough to get around easily, the balanced combination of weight and length of the handle riser section is the key to the Sierra Stalker's unusual stability and accuracy. The solid handle construction appeals to the hunters who need a power house hunting bow for draws of 30", 32" and even 33" with confidence. It knocks down any game...yet sells for about \$50.00 less than expected...good reasons to go for the Sierra Stalker.

### NO. 7348 SIERRA STALKER HUNTING BOW

### NO. 7906 SIERRA STALKER, CAMOUFLAGED

Length: 60".

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

Draw limit: None

Recommended draw for perfect performance 26" to 30".

String (brace) height: 7½" to 8¼".

Handle: Hand finished, Freijo.

Comfort-and-control semi-pistol grip and thumb rest

Arrow shelf: Beveled edge. Quiet carpet arrow rest.

Sight window: Center shot. Length 5½".

Limbs: Full working recurve. Black Pearsonite Fiberglass. reinforced tips.

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

Bow Stringer included.

Shipping weight: 4 lbs.

Specify draw weight, and right or left hand.

## BEN PEARSON'S SIGNATURE TD

The bow that shook up the archery business. It created such a ruckus last year that we're changing nothing for 1970 except our production facilities, to produce five times as many. What appeals to hunters most: they can take it anywhere, in its 31" case. More important, it was the first simple, solid takedown, with precision fitted metal knuckles locking easily together with positive rigidity. The result is a 58" bow with the strength of any one-piece bow.

### NO. 7331 SIGNATURE TD, (INCLUDES CASE)

### NO. 7904 SIGNATURE TD, CAMOUFLAGED

Length: 58".

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

Recommended draw for perfect performance: 26" to 30".

String (brace) height: 7¼" to 8".

Handle: Solid imported Bubinga. Hand finished.

Rigid-Lock knuckles are aluminum alloy.

Government specs. QQ-A-325b.

Limbs: Full working recurve. Black Pearsonite fiberglass. reinforced overlay tips.

Sight Window: Center Shot. Length 4¼".

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 with case: 4½ lbs.

Specify draw weight, and right or left hand.



165144  
60"  
55# 28"

NO. 7348

NO. 7331



## THE BP-H52 IS FOR AGILE HUNTERS

52" of concentrated wallop designed for "maneuverability." This means climbing trees, crouching in blinds, or trailing through dense thickets... with a no-draw-limit bow that has the long range striking power of longer models. The BP-H52 is a distinctive looking weapon, with solid Zebra wood handle, black limbs.

### NO. 7329 BP-H52 HUNTING BOW

### NO. 7909 BP-H52, CAMOUFLAGED

Length: 52".

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

Recommended draw for perfect performance: 26" to 30".

(brace) height: 7½" to 8¼".

Handle: Hand finished imported Zebra wood. Pistol grip.

Limbs: Full working recurve. Black Pearsonite fiberglass reinforced tips.

Sight window: Center shot. Length 4".

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

Bow stringer included.

Shipping weight: 3½ lbs.

Specify bow weight, and right or left hand.

## THE PREDATOR BOW DESIGNED FOR A DEFINITE KIND OF HUNTER

Are you "thinking about taking up bowhunting?" Ben Pearson designed this bow to help you find out that if you've got what it takes... with Pearson Power tackle in your hands. Are you a "two-season hunter" who wants to hunt when and where you can't hunt with your gun? Then this is the bow for you. That's why we think of this bow as "the converter." We named it the Predator, but you'll soon find that it has enough Pearson Power to take any game you want to go after.

### NO. 7359 PREDATOR BOW

### NO. 7907 PREDATOR, CAMOUFLAGED

Length: 58".

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

Draw limit: None.

Recommended draw for perfect performance: 26" to 30".

String (brace) height: 7¾" to 8½".

Handle: Hand finished, imported Bubinga and Freijo.

Semi-pistol grip and thumb rest.

Lower shelf: Beveled edge. Quiet carpet rest.

Sight window: Center shot. Length 4¾".

Limbs: Full working recurved. Brown Pearsonite fiberglass reinforced tips.

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

Bow stringer included.

Shipping weight: 3 lbs.

Specify draw weight, and right or left hand.



NO. 7329

NO. 7359



## THE GAMESTER FOR YOUNG ROBIN HOODS

If you're a young fellow about 13 to 16 years old, and you'd like to go hunting with Dad, or the other fellows . . . or if you're the outdoor-type woman whose husband wants you "to go along" . . . you'll find The Gamester just right. The 56" length, lightweight and streamlined design make it easy to handle in the field. And with its Pearson Power performance . . . you've got what it takes, for hunting or target shooting.

### NO. 7388 GAMESTER BOW

### NO. 7908 GAMESTER, CAMOUFLAGED

Length: 56".  
Draw weights at 28": Stocked 40 to 55 lbs.  
Draw limit: None.  
Recommended draw for perfect performance: 26" to 30".  
String (brace) height: 7½" to 8½".  
Handle: Hand finished, contrasting laminated hardwoods.  
Arrow shelf: Beveled edge. Quiet carpet rest.  
Sight window: Center shot. Length 4¾".  
Limbs: Full working recurved. Black Pearsonite fiberglass.  
String: Custom Dacron, pre-stretched, pre-waxed.  
Shipping weight: 3½ lbs.

*Specify bow weight, and right or left hand.*

## THE BRONCO FOR JUNIOR

The Bronco is built like the Predator and Cougar hunting bows, scaled down to 48", with a handle carefully shaped for smaller hands of boys and girls 8 to 13 years old. Draw weights are 20 to 35 pounds, so that young archers can string and shoot the bow without difficulty. It is a true, laminated Pearson Power bow that takes game, as well as being great for target practice.

### NO. 7010 BRONCO BOW

### NO. 7900 BRONCO, CAMOUFLAGED

Length: 48".  
Draw weights at 26": 20 to 35 lbs.  
Draw limit: None.  
Recommended draw for perfect performance: 24" to 26".  
String (brace) height: 6¼" to 7".  
Handle: Select imported hardwoods. High gloss finish.  
Semi-pistol grip.  
Limbs: Recurve. Pearsonite fiberglass.  
Sight window: Center shot. Length 4".  
String: Custom Dacron, pre-stretched, pre-waxed.  
Shipping weight: 1½ lbs.

*Specify draw weight, and right or left hand.*

New



NO. 7388



NO. 7010





## Tournament and Target Bows

**NOW!**

The crowd is watching. You draw... anchor... hold... **BULLS-EYE!** Five in the spot again. The championship is yours. You've got what it takes... Pearson Power archery tackle.



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.



Four champions, Margaret Tillberry, Stan Warner, Aylne Ruhl and Ed Rhode, shooting Lord Mercury bows at California NFAA tournament.

### WITH THE LORD MERCURY TOURNAMENT BOW YOU'VE GOT WHAT IT TAKES

Ask any of the Pearson pros what there is about the Lord Mercury that lets you make a hit, especially in that crucial moment when you need it most. One says "stability." Another, "accuracy." But most professionals' answer is "CONFIDENCE"! With this wonderful instrument in my hands, I know I've got what it takes. In tense tournament competition, a cool, confident mental attitude is vital. The Lord Mercury's functional limb and riser design are a result of years of testing and improving. But what gives it the big advantage over all other bows are the two patented Mercury recoil and torque absorbers built into the handle. A third Mercury cartridge is sealed in the optional stabilizer rod to help you to avoid "lefts" and "rights," thus adding still more to your confidence, and your score. (See page 5 for description of Mercury principle of motion control.)



**NO. 7176 LORD MERCURY, 66" LENGTH, INCLUDING CASE**  
**NO. 7177 LORD MERCURY, 70" LENGTH, INCLUDING CASE**



Length: No. 7176—66", No. 7177—70".  
 Draw weights at 28": 30 to 45 lbs.  
 Draw limit: None.  
 Recommended draw for perfect performance: 24" to 31".  
 String (brace) height: 7½" to 8¼".  
 Handle: Hand finished, East India rosewood, with contrasting laminates.  
 Built-in mercury cushion cartridges.  
 Arrow shelf: Bi-radial beveled edge.  
 Arrow rest: Built-in, adjustable.  
 Limbs: Full working recurve. White Pearsonite fiberglass, reinforced tips.  
 Sight window: Center shot. Length 8". Handle points squared off so you can attach sight bar on face or back.  
 Mercury stabilizer: Optional extra. Handle tapped for it.  
 Bow case: Double padded vinyl with soft flannel lining. Inside sight pocket.  
 String: Custom Dacron pre-stretched, pre-waxed. Bow stringer included.  
 Shipping weight, including case: 66"—8½ lbs., 70"—9 lbs.  
 Specify draw weight, and right or left hand.



## NEW COMPETITOR TD

If you could have a Pearson professional performance tournament bow... with the famous "Rigid-Lock" down feature... and a new bow design which would let you go after game trophies as well as tournament trophies... wouldn't that be something! YOU'VE GOT IT! *The new COMPETITOR TD has that unique combination of features.* It casts target arrows with tournament accuracy, and heavier hunting arrows with "what it takes" to knock down the game. You can have it with white limbs under 40 lbs., or black limbs over 40 lbs. It is tapped for the famous "tournament-point-adder" Mercury stabilizer. In its compact case, your "Competitor" travels with you to Detroit or Alaska easier than a thin suitcase. What a bow!

### NO. 7190 COMPETITOR TD

Length: 66".  
Draw weights at 28": 30 to 55 lbs.  
Draw limit: None.  
Recommended draw for perfect performance: 26" to 30".  
String (brace) height: 7½" to 8½".  
Handle: Hand finished, imported Bubinga and rosewood.  
Pistol grip: Rigid-Lock aluminum alloy knuckles.  
Arrow rest: Brush type.  
Sight window: Center shot.  
Limbs: Full working recurve Pearsonite fiberglass.  
White under 40 lbs, Black over 40 lbs.  
Bow case: Black vinyl. Heavy duty zipper. Mole-soft protective lining. Inside pocket for string and accessories.  
Mercury stabilizer: Optional extra. Handle tapped for it.  
String: Custom Dacron pre-stretched, pre-waxed.  
Bow stringer included.  
Shipping Weight: 8½ lbs.  
Specify draw weight, and right or left hand.

## JAVELINA — THE WICKED BEAUTY WITH A DUAL PERSONALITY

You see it on the range, with white limbs, smacking arrow after arrow into the gold. You see it with brown limbs, beside big antlers in a jeep coming out of the woods. One of our Archery Advisory Staff members describes the Javelina as "a good looking that surprises you with a karate punch!" Technically the Javelina is a soundly designed bow with the Pearson Power it takes for hunting, the accuracy it takes for tournament shooting. It is tapped for the famous Mercury stabilizer which corrects torque and inconsistencies of your bow hand. Look for the distinctive bow with black "spider" scrolls on its solid Bubinga handle. Specify bow weight and right or left hand.

### NO. 7060 JAVELINA

Length: 66".  
Draw weights at 28": 30 to 50 lbs.  
Recommended draw for perfect performance: 24" to 31".  
String (brace) height: 7½" to 8¼".  
Handle: Solid imported Bubinga. Full pistol grip.  
Limbs: Full working recurve. Pearsonite fiberglass. White under 40 lbs. Brown over 40 lbs, reinforced tips.  
Sight window: Center shot. Length 7".  
Bow shelf: Bi-radial, beveled edge.  
Arrow rest: Leather tabbed Teflon. Increases accuracy by clean arrow take-off.  
Mercury stabilizer: Optional extra. Handle tapped for it.  
String: Custom Dacron pre-stretched, pre-waxed.  
Bow stringer included.  
Shipping weight: 4½ lbs.  
Specify draw weight, and right or left hand.



NO. 7190

NO. 7060



Everybody can have  
what it takes  
to enjoy  
great moments of  
archery





## THE COLT

white limbs for target shooting  
brown limbs for hunting

### NO. 7070 COLT

### NO. 7902 COLT, CAMOUFLAGED

Length: 62".  
Draw weights at 28": 25 to 55 lbs.  
Recommended draw for perfect performance: 26" to 30".  
String (brace) height: 7½" to 8¼".  
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 6½".  
Shipping weight: 3 lbs.

*Specify bow weight, and right or left hand.*

## THE COUGAR HUNTING BOW

### NO. 7050 COUGAR HUNTING BOW

### NO. 7901 COUGAR, CAMOUFLAGED

Length: 62".  
Draw weights at 28": 30 to 55 lbs.  
Recommended draw for perfect performance: 26" to 30".  
String (brace) height: 7¼" to 8".  
Handle: Solid imported hardwoods.  
Semi-pistol grip.  
Limbs: Full working recurve.  
Brown Pearsonite fiberglass.  
Sight window: Center shot. Length 6½".  
Leather arrow plate.  
Arrow rest: Quiet carpet.  
Shipping weight: 2½ lbs.

*Specify bow weight, and right or left hand.*

## THE VARSITY

for intermediate and beginning archers

### NO. 7120 VARSITY

Length: 60".  
Draw weights at 28": 25 to 45 lbs.  
Recommended draw for perfect performance: 24" to 28".  
String (brace) height: 6¾" to 7½".  
Handle: Select imported hardwoods.  
Arrow plate and Arrow rest: Quiet carpet.  
Limbs: Recurve. Pearsonite fiberglass.  
Sight window: Center shot. Length 5¼".  
Shipping weight: 2 lbs.

*Specify bow weight, and right or left hand.*

## THE PONY

Arrow rests on both sides  
for right and left handed archers.

### NO. 7020 PONY

Length: 60".  
Draw weights at 28": 20 to 35 lbs.  
Recommended draw for perfect performance: 24" to 28".  
String (brace) height: 6¾" to 7½".  
Handle: Solid imported hardwoods, with Delrin arrow rests on both sides, for right or left hand.  
Limbs: Semi-recurve. Pearsonite fiberglass.  
Shipping weight: 2 lbs. *Specify bow weight.*

## THE MAVERICK for children

### NO. 7196 MAVERICK

Length: 48".  
Draw weights: 15, 20 lbs.  
Handle: Solid imported hardwoods, with Delrin arrow rest on both sides, for right or left handed.  
Limbs: Pearsonite fiberglass.  
Shipping weight: 1¼ lbs.

NO. 7050

NO. 7120

NO. 7020

NO. 7196

# Pearson Power Fiberglass Bows

## NEW 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.

### NO. 3360

Length: 52"

Draw weights at 28": 40 to 50 lbs.

String (brace) height: 7½" to 8½".

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.

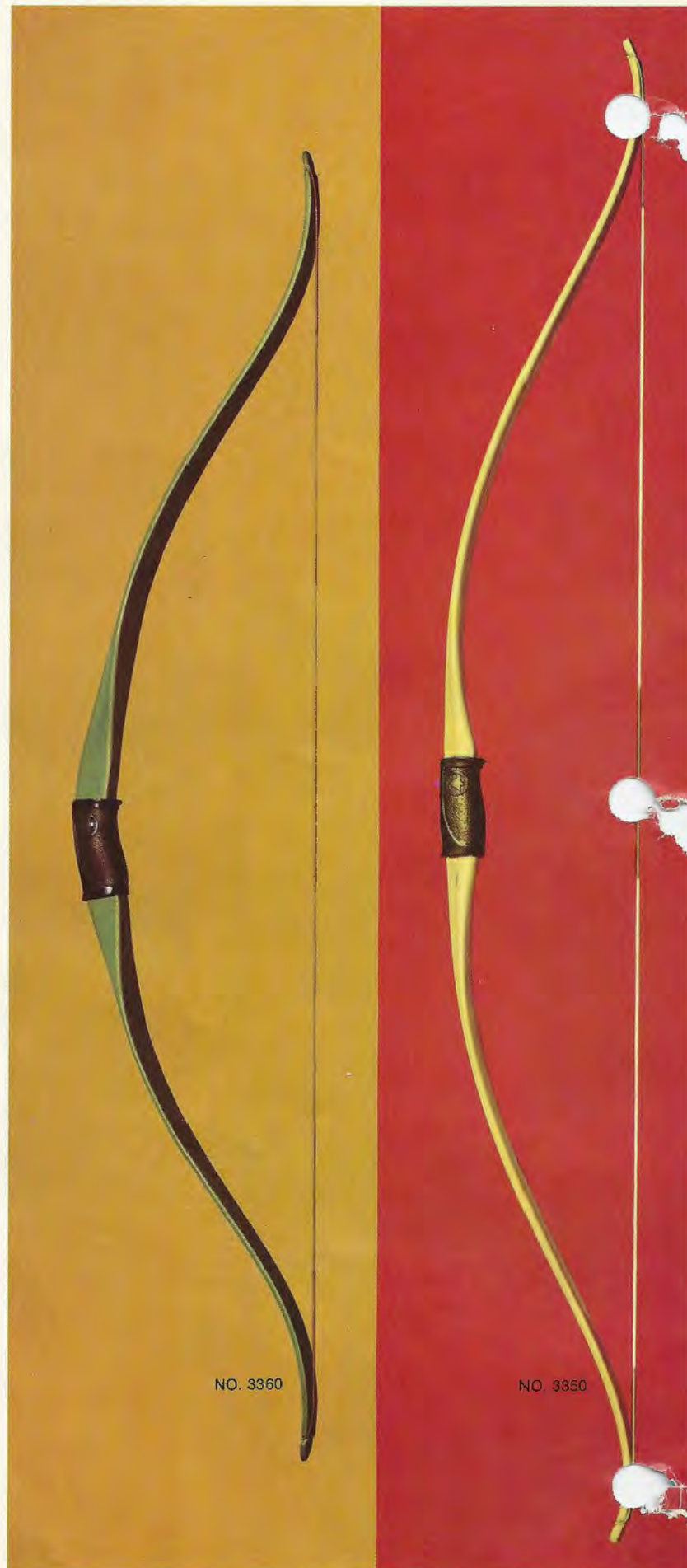
Shipping weight: 3 lbs.

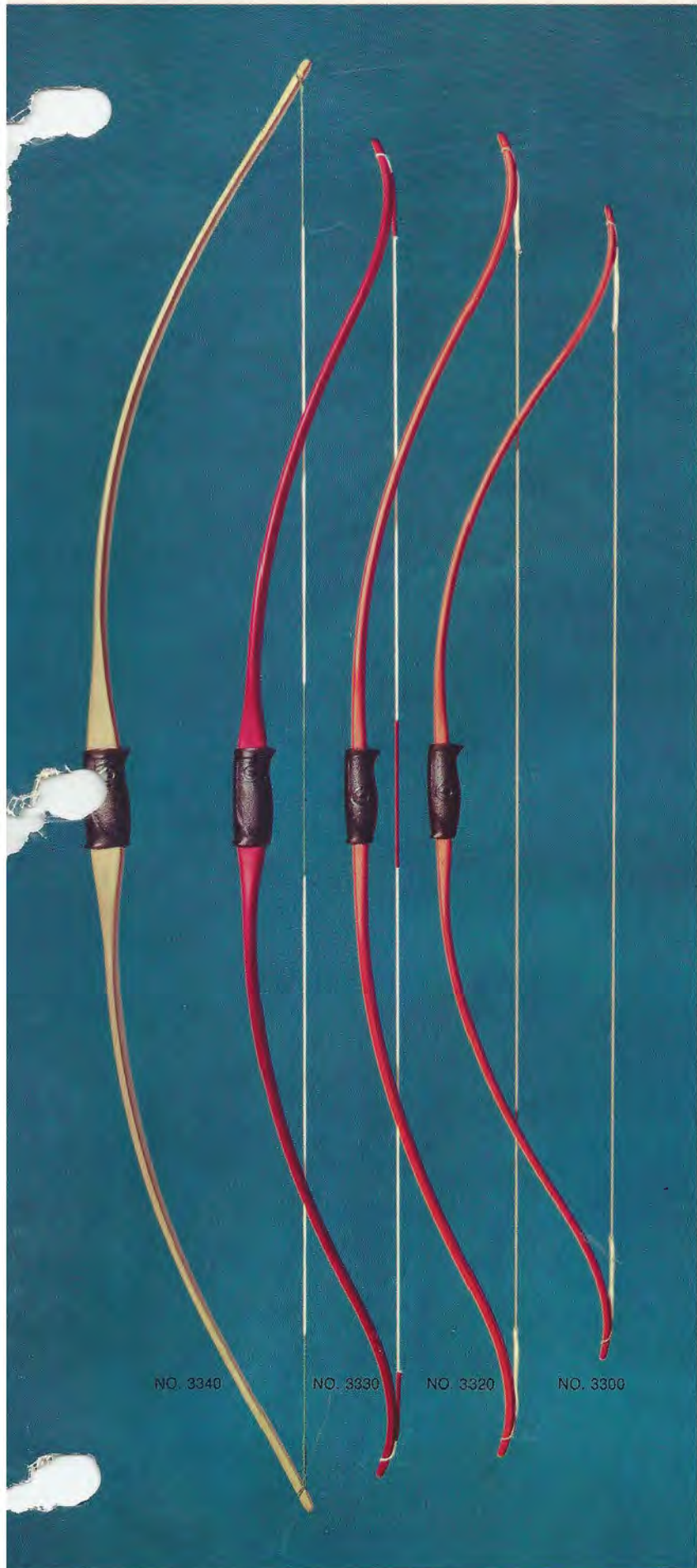
*Specify draw weight.*

### NO. 3350 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. 3340

NO. 3330

NO. 3320

NO. 3300



**NO. 3340 FOR CAMPS AND SCHOOLS**

Length 60". For right or left handed archers. Weights 20, 25, 30, 35, 40 lbs. at 28". Straight limb design. Ship. wt. 1 lb. 4 oz.

**NO. 3330 INTERMEDIATE BOW**

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

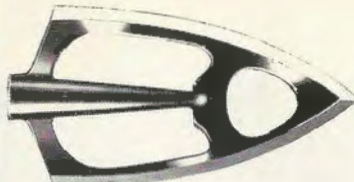
**NO. 3320 JUNIOR BOW**

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

**NO. 3300 BEGINNER'S BOW**

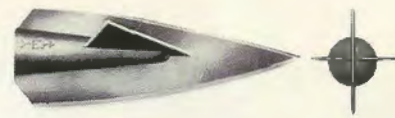
For left or right handed boys and girls. Length 48". Weight approximately 15 lbs. at 22". Ship. wt. 7½ oz.





**BEN PEARSON'S FAMOUS  
"DEADHEAD" HUNTING  
POINT**

Maintains flat trajectory without wind-planing. Excellent penetration. High grade cutlery steel. 1 3/8" wide by 2 5/8". Wt. 130 gr. Standard 5° taper.



**ARROWMATE FOUR-BLADE  
HUNTING POINT**

Finest spring steel, positive attachment to Nylon ferrule. 1 1/2", 125 grs.

**NOW!** With Pearson  
you've got  
YOUR CHOICE OF







**SUPER HILBRE 4-BLADE HUNTING POINT**

2 3/4" x 1" spring steel blade reinforced on sides by special ferule which supports 1/8" razor insert. 1/2" shaft size. Wt. 120 grains.

**HI-PRECISION 3-BLADE HUNTING POINT**

One of the most popular with bow hunters because of the high penetration of three blades. Easy to sharpen.



**NO. 2152 TRACER ARROWS IN FOLDING CARRYING CASE**

One-half dozen No. 2153 Tracer hunting arrows with Deadhead points and one-half dozen No. 2151 Tracer field arrows. Matched within 5 grains in 5 lb. spine increments for 40 to 55 lb. bows. 29" and 30" lengths. Comes in deluxe folding case with a handle for easy carrying. Great for storing & packing arrows.



**Power hunting arrows... what it takes**

**THESE SHAFT-AND-POINT COMBINATIONS**

**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" and 30" lengths. Convenient Indx nocks. Comes in new folding carrying case (above) for lasting arrow protection. Available in dozens only.



**NO. 2150**  
No point,  
5 degree taper



**NO. 2153**  
With Deadhead point



**NO. 2190**—No point, not tapered



**NO. 2160**  
No point,  
5 degree tapered



**NO. 2165**  
With Deadhead point



**NO. 2161**  
With Razorhead point



**NO. 2140**  
No point,  
5 degree tapered



**NO. 2145**  
With Deadhead point



**NO. 2149**  
With Super Hilbre 4-Blade

**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 color and weight. Available in 1/2 gross shippers only, one weight per shipper.

**DELUXE MATCHED CEDAR**

Hand selected Port Orford cedar shafts, painted full length, colorful brush crest, long 5" spiral fletching. Matched within 5 grains, in 5 lb. spine increments for 40 lb. to 55 lb. bows. 29" and 30" lengths. Indx nocks. Available in dozens and half dozens.

**STANDARD MATCHED CEDAR**

Shaft, painted full length, colorful brush crest, long spiral 4 1/2" fletching. The popular choice of bow hunters. Matched in 5 lb. spine increments for 40 lb. to 55 lb. bows. 29" and 30" lengths. Indx nocks. Order in dozens or half dozens.



**NO. 2146**  
With Hi-Precision 3-Blade



**NO. 2144**  
With Arrowmate 4-Blade

# With Pearson Power hunting arrows... you've got what it takes

New

## A PEARSON-EASTON ALUMINUM HUNTING ARROW

We've named it "MERCURY" because the new XX-80 shaft by Easton has been developed for the many hunters who want "MERCURY" quality aluminum arrows for their Pearson Mercury Marauder TD and Mercury Hunter big game bows. The anodized olive green finish does not reflect sunlight. Yellow feathers on a red background were added to satisfy the hunter who wants visibility that will help him see his hits. 5" fletching has parabolic trim. Indx type speed nocks.

"MERCURY" arrows are closely matched, in 5 lb. spine increments, 40 lbs. to 65 lbs., 29", 30" and full lengths. (Same arrow may be special ordered with low-visibility natural barred turkey feathers, allow six weeks.) "MERCURY" arrows are available only from Ben Pearson. Order in dozens or half dozens.

## NEW MATCHED FIBERGLASS "BLACK BEAUTY"

Our indestructible Micro-Flite arrow now a bold new look. It has been redesigned with long 5", parabolic trimmed, black and red fletching, with ruby red and black brush crest. Matched within 3 grains, in 5 lb. spine increments for 40 to 60 lbs. 29" & 30" lengths. Order in dozens or half dozens.

## NO. 2780 SWIVEL BARBED BOWFISHING ARROW

Durable solid glass shaft with rubber vanes, has the weight to penetrate deeply into water. It is fitted with the popular swivel-barbed point which can be turned for easy withdrawing from fish. 28" length, two-color brush crest. Order each or 2 doz. display pack.

## NO. 2770 DOUBLE BARBED BOWFISHING ARROW

Your line attaches at the head, but the 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. 28" length, two-color brush crest. Order each or 2 doz. display pack.



**NO. 2614**  
With 5° Broadhead  
insert-adapter,  
no point



**NO. 2610**  
With Deadhead point



**NO. 2612**  
With Razor head point



**NO. 2760**  
With 5° Broadhead  
insert-adapter,  
no point



**NO. 2765**  
With Deadhead point



**NO. 2761**  
With Razorhead point



See new bowfishing kit on page 32.

# Now...New Pearson Power field arrows

**FOR BETTER  
PRACTICE-SHOOTING  
BETWEEN  
HUNTING SEASONS**

## **NO. 2151 THE TRACER™**

Brilliant fluorescent orange crest and feathers flash from your bow like a fire arrow. Helps you see your hits, or find a lost arrow. Deluxe Port Orford cedar, matched within 5 grains, in 5 lb. increments for 40 to 55 lb. bows. 29", 30" lengths. Indx nocks. Packed in convenient folding carrying case. Order in dozens.

## **NO. 2120 DELUXE MATCHED CEDAR**

Selected Port Orford cedar shafts, matched within 5 grains, in 5 lb. spine increments for 40 lb. to 55 lb. bows. Deluxe cresting, spiral field-fletching. New improved non-skid field point. Lengths: 29", 30". Order in dozens and half dozens.

## **NO. 2110 STANDARD MATCH FIELD ARROW**

Cedar shaft is painted full length, with colorful brush hairline crest. 4½" field fletching, non-skid field point. Matched in 5 lb. spine increments for bows 40 lbs. to 55 lbs. 28", 29", 30" lengths. Order in dozens or half gross.

## **NO. 2100 ECONOMY FIELD ARROW**

A quality cedar arrow recommended for beginners. 4" field fletching with contrasting colored cock feather, non-skid field point. 28" length and ⅜" shafts. Packed ½ gross only.

## **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. Shaft is painted full length, with colorful brush hairline crest. Matched in 5 lb. increments for 40 to 55 lb. bows. 28", 29", 30" lengths. Packed 4 in a box.

**NO. 2127**—With field point.

**NO. 2125**—Blunt point for plunking or hunting small game.

## **WHEN ORDERING ARROWS:**

Specify bow weight and arrow length. All Pearson arrows are made and measured according to A.M.O. Standards (Page 35). Arrows differing from listed here may be special ordered. Allow 6 weeks.



NO. 2151      NO. 2120      NO. 2110      NO. 2100      NO. 2127      NO. 2125

# Now...New Pearson Power Target Arrows...

**WITH WHAT IT TAKES  
TO SCORE MORE POINTS**

## **NO. 2605 NEW DELUXE MERCURY TARGET ARROW**

### **Pearson-Easton Anodized Aluminum**

The Easton XX-80 anodized aluminum shaft was developed for archers who want "MERCURY" quality arrows for their Lord Mercury tournament bows. Satin-gold finish, with ruby red, parabolic trimmed fletching on a jet black background, and Bjorn no-slip nocks, give "MERCURY" a distinctive, bold look. Closely matched, spined in 5 lb. spine increments for bows 25 to 50 lbs. "MERCURY" is a Ben Pearson exclusive. Order in dozens or half dozens.

See chart for available weight and length combinations.

## **NO. 2600 MATCHED ALUMINUM**

Easton tournament shafts are specially processed to Ben Pearson specifications, matched within 3 grains. Brush crest, spiral solid color fletching, target point, Indx nocks. 5 lb. spine increments for bows 25 to 50 lbs. In dozens or half dozens.

See chart for available weight and length combinations.

## **NO. 2740 MATCHED FIBERGLASS**

Indestructible Micro-Flite won't bend, dent, warp or corrode. New jet black and fire-orange fletching, brush crest, and Bjorn no-slip nocks for a distinctive "bold look." Hand-selected turkey feathers. Matched within 3 grains. Spined in 5 lb. increments 25 to 50 lbs. In dozens or half dozens.

See chart for available weight and length combinations.

## **NO. 2070 MATCHED CEDAR**

No. 1 choice of schools and colleges. Matched within 3 grains. 5 lb. spine increments 25 lbs. to 50 lbs. White shaft under feathers. 3-color brush crest. Parabolic fletch, cock feather. Indx nock.

See chart for available weight and length combinations.

## **NO. 2010 CEDAR TARGET ARROW**

White under feathers, with bold 3-band brush crest, 26" and 28" lengths. For bows under 40 lbs. In dozens or half gross.

## **NO. 2000 CEDAR PRACTICE ARROW**

Popular for beginners. Painted full length, with 2-color spray crest, turkey feather fletching. For bows under 40 lbs. 1/2 gross and gross only. Order Std. pack of 1/3-24", 1/3-26", 1/3-28".

## **NO. 2020 ECONOMY ARROW**

Practical for beginners. Painted full length. For bows under 40 lbs. Packed in 1/2 gross and gross only. Order Std. pack—1/3-24", 1/3-26", 1/3-28", or all 28".

New



**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	X
40-45 lbs.		X	X	X
45-50 lbs.		X	X	X

X — Available

\* No. 2070 Not available in full length

NO. 2605

NO. 2600

NO. 2740

NO. 2070

NO. 2010

NO. 2000

NO. 2020

New



# Pearson Power Laminated Bow Sets

## NO. 7580 COLT HUNTING AND FIELD SET

Everything you need, ready to go hunting... plus an animal target face and field arrows for practicing. No. 7070 Colt bow; 25 to 55 lbs. ... four matched cedar arrows with "Deadhead" points and two matched cedar field arrows. Ben Pearson molded silent bow quivers ... archer's glove ... hunting armguard ... Bow string silencer ... Tox Nox nocking points ... Ben Pearson's booklet "Secrets of Successful Bowhunting" ... Full color animal target face. Shipping weight 7 lbs. Specify bow weight.



## NO. 7590 COUGAR HUNTING SET

A complete set for men and women, ready to shoot. No. 7050 Cougar bow; weights 40 to 55 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.



New

## NO. 7570 VARSITY ADVANCED SET

Recommended for advanced students, schools, camps and youth groups. No. 7120 Varsity Bow; 25 to 35 lbs. ... six 28" matched Port Orford cedar target arrows ... leather shooting tab ... armguard ... belt type quiver ... Bow sight ... Tox Nox nocking points ... four color standard round target face ... Ben Pearson's booklet "How to shoot a bow and arrow." Shipping weight 6 lbs. Specify bow weight.



## NO. 7530 BRONCO SET FOR JUNIOR HUNTERS

Designed for boys and girls age 8 to 12. It includes the No. 7010 Bronco bow, 20 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.



New

## NO. 7560 MAVERICK SET

Just what you need to start your son or daughter out right. It comes complete with the new No. 7196 Maverick bow for right or left handed beginners ... four cedar target arrows ... VHS armguard ... shooting tab ... standard four-color round target face ... Ben Pearson's booklet "How to Shoot a Bow and Arrow." Shipping weight 3 1/2 lbs. Specify bow weight, 15-20 lbs.

Ben Pearson archery sets are carefully planned for hunters, advanced target archers, beginners and juniors. Each comes in an attractive gift package.

## Pearson Power Fiberglass Bow Sets

### NO. 3770 52" BOW HUNTING SET

A complete starter outfit, ready for hunting. It includes the powerful, new, indestructible No. 3360 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 armguard . . . full-color deer target face . . . and Ben Pearson's valuable booklet, "Secrets of Successful Bow Hunting." In attractive, plastic-sealed gift package. Specify bow weight.

### NO. 3780 60" BOW HUNTING SET

No. 3350 60" fiberglass bow with new molded non-slip handle, and dual rests for right and left-handed archers. Draw weights 35 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 TARGET AND FIELD SET

The perfect all-purpose archery set for men, women or youths, ready for target or field shooting. No. 3350 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.



### NO. 3740 ADVANCED TARGET SET FOR CAMPS AND SCHOOLS

No. 3340 60" fiberglass bow, with new molded, non-slip handle, dual rests for right or left-handed archers, 25, 30, 35 or 40 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 INTERMEDIATE SET

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

### NO. 3710 JUNIOR SET

No. 3320 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. 5½ oz.

### NO. 3700 BEGINNER SET

No. 3300 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. ½ oz.

Order all sets in multiples of 6.







**NO. 1512 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 pants. Specify small, medium, large or extra large. Shipping weight 1 lb.

**NO. 1513 CAMO PANTS**

Designed to match No. 1512 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.

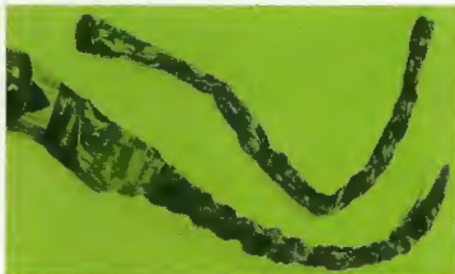
# Camouflage Products

You get a closer shot. More trophies...



**NO. 1523 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 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 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 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 31.



## Leather Goods

### **A** NO. 8370 HUNTING QUIVER

Two-division quiver, arrow divider strap. Carries 12 or more arrows. Durable vinyl, adjustable shoulder strap. Zipper pocket for accessories.

### **B** NO. 8520 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.

### **C** NO. 8344 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.

### **D** NO. 9020 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.

### **E** NO. 8347 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.

### **F** NO. 8470 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.

### **G** NO. 8785 LADIES TARGET QUIVER

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

### **H** NO. 8380 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. 8770 YOUNG ARCHERS QUIVER

SVL .05 gauge claret colored vinyl. Has loop for attaching to wearer's belt and heavy puncture-proof bottom. Carries 12 arrows. Finished with decorative cuff.

### **J** NO. 8780 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.

### **K** NO. 8700 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.

### **L** 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 black leather.

### **M** NO. 8360 QUICK-DRAW HOLSTER QUIVER

Hold six broadheads with silent rubber separator, and point-protector cup. Adjustable belt loop, tie-down leg thong. Snap-down pocket for extra points. Top grain leather. Specify right or left h

### **N** NO. 5270 GROUND QUIVER—RA

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.



**A NO. 8610 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** for all bows up to 5'4".  
**NO. 8524** for all bows 5'6" to 5'10".

**C NO. 8500 BLACK VINYL BOW CASE**  
Popular with archers for protection of fine bows. Soft flannel lining, heavy-duty zipper. Fits bows to 68". (Longer length to fit bows to 6' available.)

**D NO. 8510 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 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".

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

**B NO. 8670 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 ARCHER'S GLOVE**  
Top grain cowhide, molded finger tips, adjustable wrist strap. Small, medium, large, extra large.

**D NO. 8721 LADIES' GLOVE**  
Top quality blue leather, adjustable wrist band. Small, medium and large.

**E NO. 8704 WILSON SHOOTING TAB**  
Top belt cordovan. Form fitting. Small, medium, large and extra large... right or left hand models.

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

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

**H NO. 8740 WESTERN FINGER TAB**  
Single thickness cowhide. For light-weight bows. Large, medium, small.

**I NO. 8790 POWDER POUCH**  
Easy-to-fill tan vinyl pouch, snap-down flap keeps powder dry, fine screen for proper, quick application.

**J NO. 8760 HUNTING ARMGUARD**  
Protects entire forearm. Holds camo-shirt out of the way. Advised for beginners. Quality leather, soft suede lined, adjustable arm straps.

**K NO. 8640 HUNTING ARMGUARD**  
Top grain cowhide, heavy duty, adjustable straps. Concealed spring steel stay. Soft suede lined.

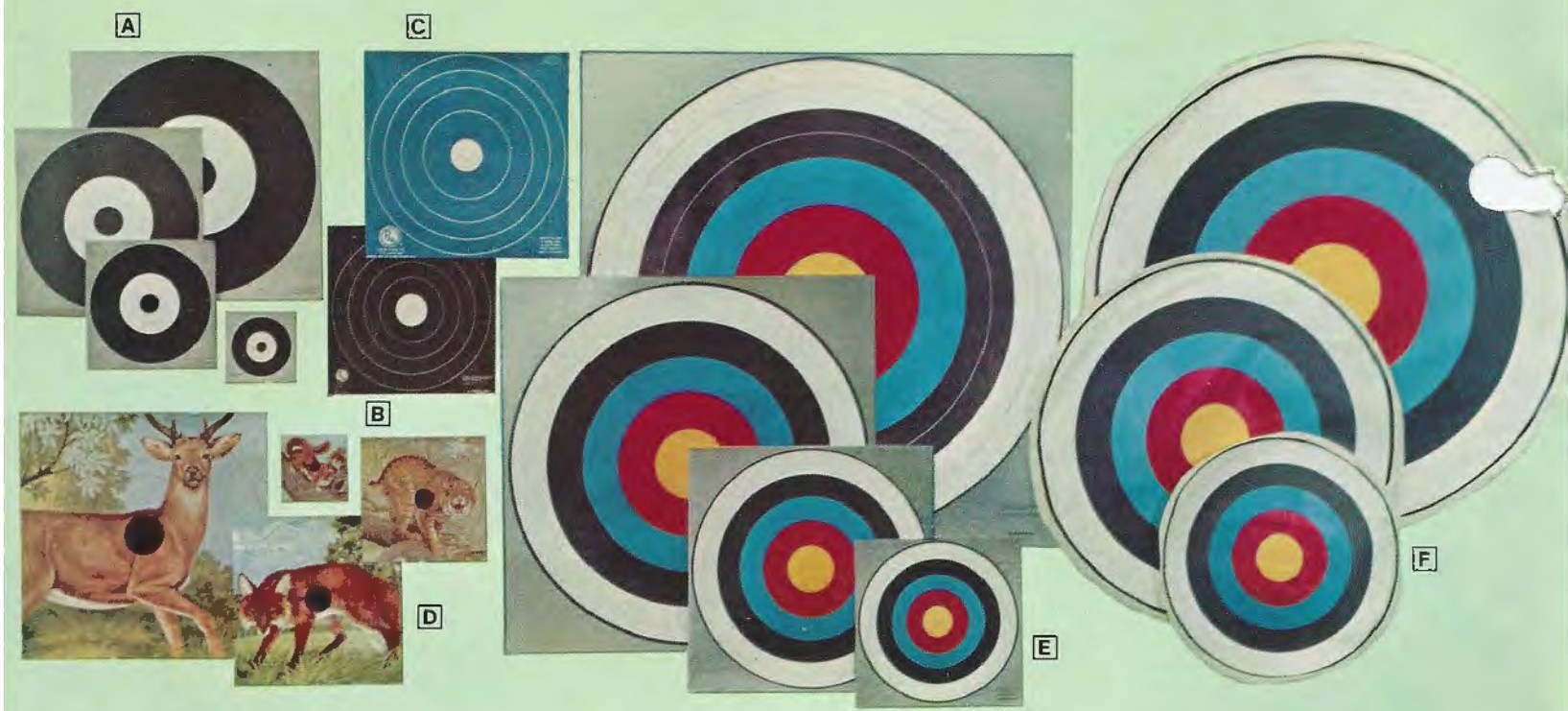
**L NO. 8750 SKELETON TYPE**  
Cowhide with concealed spring steel center stay. Soft suede lined. Two adjustable elastic straps.

**M NO. 8630 LADIES' ARMGUARD**  
White leather, full length steel center stay, adjustable arm straps, suede lined.

**N NO. 8631 LADIES' ARMGUARD**  
Blue leather, full length steel center stay and adjustable arm straps. Suede lined.

**O NO. 8680 ARMGUARD**  
Heavy vinyl reinforced with concealed spring steel center stay. Soft suede lined.

**P NO. 8650 ECONOMY ARMGUARD**  
Made of vinyl and adjustable elastic bands. Soft vinyl lined.



## Target Faces

### **A** BLACK AND WHITE FIELD FACES ON HEAVY TAG STOCK

**NO. 9720**—6". Ship. wt. 3 oz.  
**NO. 9730**—12". Ship. wt. 1 oz.  
**NO. 9740**—18". Ship. wt. 1 oz.  
**NO. 9750**—24". Ship. wt. 3 oz.

### **B** INDOOR ROUND ON HEAVY TAG **NO. 1473**—16"

### **C** BLUE AIAA AND PAA APPROVED INDOOR ROUND **NO. 1463**—20"

### **D** FULL COLOR ANIMAL TARGET FACES

Natural, lifelike, printed on heavy stock ...with scoring circles and aiming spots. Packed in poly bags.

**NO. 9243**—6" Squirrel. Ship. wt. 3 oz. 12 per package  
**NO. 9253**—12" Bobcat. Ship. wt. 1 oz. 4 per package

**NO. 9263**—18" Fox. Ship. wt. 1 oz. 3 per package

**NO. 9273**—24" Deer. Ship. wt. 3 oz. 2 per package

**NO. 9280**—Complete set of 30 animal target faces. Ship. wt. 1 lb.

**NO. 9310**—18" Leopard Target Face on lightweight paper stock. (Same face as packed in juvenile archery sets.) Shipping weight 1 oz.

### STANDARD 4-COLOR TARGET FACES

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

### **E** SQUARE HEAVY TAG

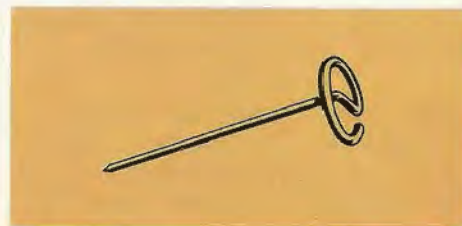
**NO. 9190**—48". Ship. wt. 12 oz.  
**NO. 9180**—36". Ship. wt. 8 oz.  
**NO. 9170**—24". Ship. wt. 4 oz.  
**NO. 9210**—16". Ship. wt. 2 oz.  
**NO. 9233**—16". Square target face on lightweight paper stock. Shipping weight 6 oz. Package of 10.

### **F** SKIRTED HEAVY TAG

**NO. 4910**—48". Ship. wt. 1 lb.  
**NO. 4810**—36". Ship. wt. 8 oz.  
**NO. 4710**—24". Ship. wt. 2 oz.

### SKIRTED SIGN CLOTH

**NO. 4130**—48". Ship. wt. 1 lb. 6 oz.  
**NO. 4120**—36". Ship. wt. 12 oz.  
**NO. 4110**—24". Ship. wt. 6 oz.



### **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. Shipping weight 2 oz.



## Targets and Stands

### **A** JOHNSON GRASS BURLAP COVERED TARGETS

Johnson grass target covered with burlap . . . eliminates litter.

**NO. 4680**—48" Diameter. Ship. wt. 62 lbs.

**NO. 4660**—36" Diameter. Ship. wt. 37 lbs.

**NO. 4640**—24" Diameter. Ship. wt. 18 lbs.

Target prices do not include faces.

### **B** PRAIRIE GRASS BURLAP COVERED TARGETS

Wound extra tight, highly compressed for longer life. Tournament quality with wood excelsior reinforced center core.

**NO. 4662**—36" Diameter. Ship. wt. 37 lbs.

**NO. 4642**—24" Diameter. Ship. wt. 18 lbs.

### **B** NO. 4390 METAL TARGET STAND

Compact, easy to use. Simply imbed ends of legs into mat and clip to target. 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.

### **C** TARGET COVER

Made of heavy duty vinyl . . . waterproof and not affected by heat or cold. Protects target when not in use.

**NO. 4620**—48". Ship. wt. 4 lbs. 14 oz.

**NO. 4610**—36". Ship. wt. 1 lb. 10 oz.

### **D** 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**—24". Ship. wt. 5 lbs.

### **E** WOOD TARGET STAND

Holds target at proper shooting height and angle. Painted for protection against weather.

**NO. 4020**—48". Ship. wt. 11 lbs.

**NO. 4010**—36". Ship. wt. 6 lbs. 8 oz.

**NO. 4000**—24". Ship. wt. 3 lbs. 8 oz.

### **F** NO. 4030 WOUND STRAW TARGET

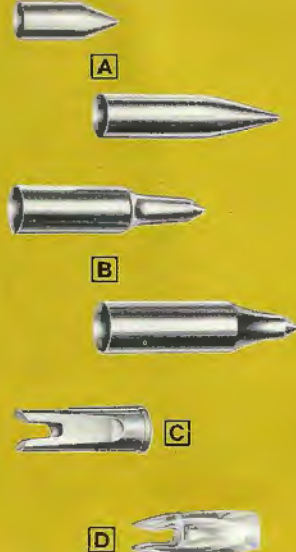
Ideal for young archers. Durable wound straw in 200-pound test corrugated carton with strong steel wire adjustable stand. Size 20" square by 4" thick. Ship. wt. 14 lbs. 8 oz. (Multiples of 3 only.)

### **G** NO. 9100 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.

### **H** NO. 4380 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.  $1\frac{3}{8}$ " wide by  $2\frac{5}{8}$ ". Wt. 130 gr. Standard 5° taper. Ship. wt. 2 oz.

- NO. 5760—3 in Blister Pak  
½ Gross Bulk Pak
- NO. 5770—( $1\frac{1}{8}$ " x  $3\frac{3}{8}$ ", 150 gr.)  
3 in Blister Pak

### B ARROWMATE FOUR-BLADE BROADHEAD HUNTING POINT

Finest grade spring steel, has positive attachment to Nylon ferrule.  $\frac{1}{32}$ ", weight 125 grs. Ship. wt. 3 oz.

- NO. 9940—3 in Blister Pak
- NO. 9960—( $\frac{5}{16}$ " 110 gr.) 3 in Blister Pak

### C NO. 9850 SUPER HILBRE FOUR-BLADE HUNTING POINT

$2\frac{3}{4}$ " 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—( $\frac{1}{32}$ " 125 gr.) 3 in Blister Pak
- NO. 9860—( $\frac{5}{16}$ " 100 gr.) 3 in Blister Pak

### E NO. 1710 SMALL GAME SHOCKER HEAD

Lightweight, lethal on small game. Precision steel. 115 gr. Standard 5° taper.

### F NO. 9880 SWIVEL BARBED FISHING POINT

Its harpoon head hits with maximum penetration. Retractable, swivel-action barb for easy arrow removal. Fits  $\frac{5}{16}$ " shaft. Shipping weight  $\frac{1}{2}$  oz.

### G DOUBLE-BARBED FISHING POINT

Line attaches to lower section of point which unscrews from harpoon head. Ship. wt.  $\frac{1}{2}$  oz.

- NO. 9830—For  $\frac{1}{32}$ " shaft
- NO. 9870—For  $\frac{5}{16}$ " shaft

### A TARGET POINTS

- NO. 9801—Parallel target point  $\frac{5}{32}$ ".
- NO. 9802—Parallel target point  $\frac{3}{16}$ ". Ship. wt.  $\frac{1}{2}$  oz.
- NO. 9812—Bullet target point  $\frac{5}{16}$ ". Ship. wt. 1 oz.

### B FIELD POINTS

- NO. 9822—Parallel non-skid field point  $\frac{5}{16}$ ". Ship. wt. 1 oz.
- NO. 9823—Parallel non-skid field point  $\frac{1}{32}$ ". Ship. wt. 1 oz.
- NO. 9842—Tapered bore, non-skid field point  $\frac{5}{16}$ ". Ship. wt. 4 oz.
- NO. 9843—Tapered bore, non-skid field point  $\frac{1}{32}$ ". Ship. wt. 4 oz.

### C 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—Size  $\frac{1}{4}$ " NO. 9651—Size  $\frac{5}{32}$ "
- NO. 9652—Size  $\frac{3}{16}$ " NO. 9663—Size  $\frac{1}{32}$ "

### D BJORN NOCK

A precision designed nock for the tournament archer who requires uniformity. Specify white, fluorescent orange, green.

- NO. 9640—Size  $\frac{1}{4}$ " NO. 9641—Size  $\frac{5}{32}$ "
  - NO. 9642—Size  $\frac{3}{16}$ " NO. 9643—Size  $\frac{1}{32}$ "
- Shipping weight  $\frac{1}{2}$  oz.

### NO. 9910 CEMENT FOR NOCKS AND FLETCHING

Waterproof, quick-drying... for aging feathers and nocks to arrow shaft. Available in  $\frac{1}{2}$  dozen pack only.

### NO. 5672 CEDAR ARROW SHAFT

Size  $\frac{5}{16}$ ". Selected Port Orford Cedar. 30" length. Same quality as No. 2000.

### NO. 9550 TAPERING TOOL KIT

A complete tapering tool kit. Includes bushings to fit  $\frac{1}{4}$ ",  $\frac{5}{32}$ ",  $\frac{3}{16}$ " and  $\frac{1}{32}$ " shafts... all oversize to clear oversize or painted shafts. Shipping weight 2 oz.

### NO. 5210 BROADHEAD FILE, STONE

Keeps all hunting points razor sharp. Handy leather sheath with belt slits.



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



**NO. 9360 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 ARROW MAKING KIT**  
Shipping carton serves as a jig to 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.

Tie-off ends of serving at loops and string center are SERV-WELD\* fused to prevent unraveling.

\*Patent Pending



Each strand of Dacron custom string is pre-waxed and pre-stretched assuring great strength and durability.

## Bow Strings

Strings should be ordered by the overall bow length and bow weight. All Ben Pearson bows have the overall bow length marked on the side of the handle riser.

### CUSTOM STRINGS

**No. 6380** — Custom Dacron string with extra large double loops to assure proper fit. Available in the following weights and bow lengths only.

Bow weights 25-34 lbs. 35-44 lbs. 45-54 lbs. 55-64 lbs.

Bow lengths 48", 52", 54", 56", 58", 60", 62", 64", 66", 68", 70". Ship wt. ½ oz.

**No. 6389**—Double Loop Dacron Camouflaged for 25-34, 35-44, 45-54, 55-64 pound fiberglass bows. 52", 54", 58", 60" lengths. Ship. wt. ½ oz.

**No. 6390** — Camouflaged-string. Olive drab. Same as No. 6380. Same weights and lengths. Ship. wt. ½ oz.

**No. 6470** — Custom String Assortment—24 No. 6380 Custom Strings assorted as follows:

1/52"	35-44 lbs.	2/62"	35-44 lbs.
2/52"	45-54 lbs.	2/62"	45-54 lbs.
1/56"	35-44 lbs.	1/64"	35-44 lbs.
2/56"	45-54 lbs.	1/64"	45-54 lbs.
2/58"	35-44 lbs.	2/66"	35-44 lbs.
2/58"	45-54 lbs.	1/66"	45-54 lbs.
1/60"	35-44 lbs.	1/68"	35-44 lbs.
2/60"	45-54 lbs.	1/70"	35-44 lbs.

Ship wt. 1 lb. 8 oz.

### REGULAR STRINGS

**No. 6320** — Double Loop Dacron for 25-34, 35-44, 45-54, 55-64 pound fiberglass bows. 52", 54", 58", 60", 62", 64", 66" lengths. Ship wt. ½ oz.

### ECONOMY STRINGS

**No. 6340** — Single Loop Polyester. Recommended for all junior bows. Adjustable to fit any bow to 60" not exceeding 30 pounds. Ship. wt. ½ oz.

**No. 6350** — Braided Polyester. Double Loop with Dacron served center. For 48", 54", 60" bows not exceeding 30 lbs. draw weight. Specify length. Ship wt. ½ oz.

### NO. 6480 ACCESSORY RACK ASSORTMENT

Bright colored bubble-pack carded strings, nocks and points are displayed on self-service rack that stands or hangs. Assortment includes all the following items:

12 each **No. 6340** Single Loop polyester

12 each **No. 6350** Strings (4/48", 4/54", 4/60")

12 **No. 6320** Strings

2/60" 25-34 lbs. 2/52" 35-44 lbs.

2/60" 35-44 lbs. 4/54" 25-34 lbs.

2/60" 45-54 lbs.

12 **No. 6390** Strings

2/52" 45-54 lbs. 1/60" 35-44 lbs.

3/58" 45-54 lbs. 1/62" 35-44 lbs.

1/56" 45-54 lbs. 2/62" 45-54 lbs.

2/60" 45-54 lbs.

36 **No. 6380** Strings

2/52" 45-54 lbs. 3/60" 25-34 lbs.

2/54" 45-54 lbs. 3/60" 35-44 lbs.

2/56" 45-54 lbs. 2/60" 45-54 lbs.

2/58" 35-44 lbs. 2/64" 25-34 lbs.

4/58" 45-54 lbs. 2/64" 35-44 lbs.

4/62" 25-34 lbs. 2/66" 25-34 lbs.

4/62" 35-44 lbs. 2/66" 35-44 lbs.

6 pks. No. 9802 Pts. ⅝"

6 pks. No. 9822 Pts. ⅝"

3 pks. No. 9823 Pts. 1⅜"

3 pks. No. 9843 Pts. 1⅜"

3 pks. No. 9850 Pts. 1⅜"

6 pks. No. 9652 Nocks

6 pks. No. 9663 Nocks

3 pks. No. 5760 Deadheads

### NO. 6640 BOW STRING WAX

An archery necessity . . . prolongs life of bow strings. Ship. wt. ½ oz.



### NO. 6450—CAMOUFLAGE STRING ASSORTMENT

Ben Pearson is the only archery manufacturer offering Camouflage Strings.

3/52" 45-54 lbs. 1/60" 35-44 lbs.

1/52" 55-64 lbs. 3/60" 45-54 lbs.

1/56" 35-44 lbs. 1/60" 55-64 lbs.

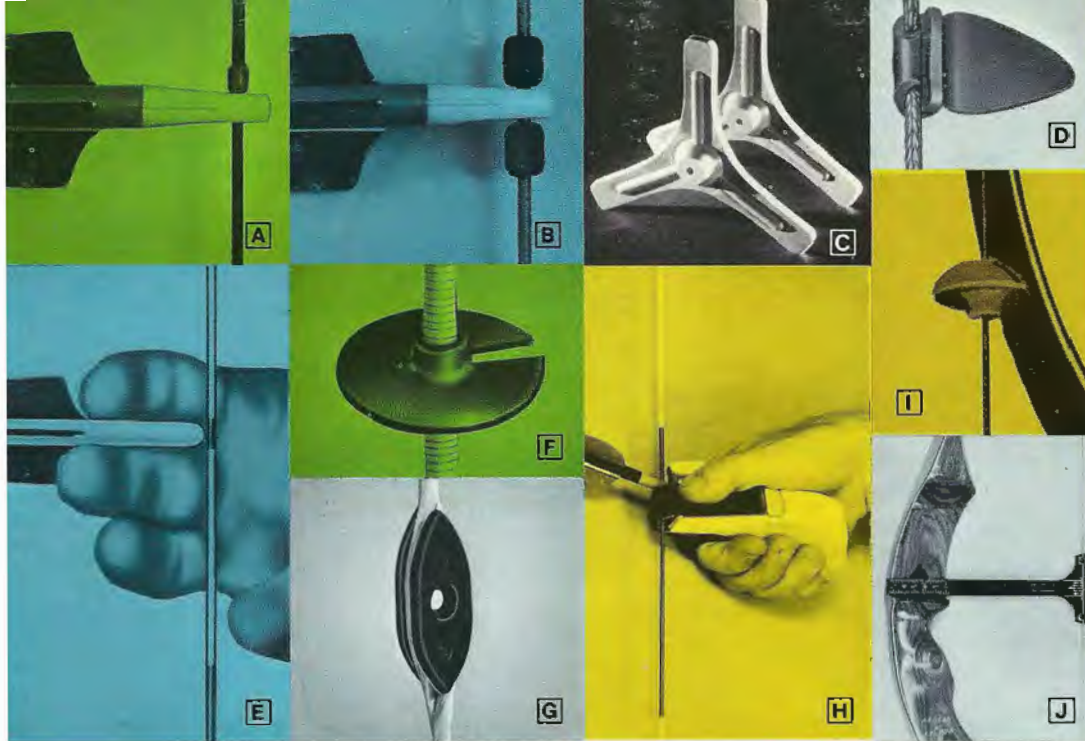
2/56" 45-54 lbs. 1/62" 35-44 lbs.

1/58" 35-44 lbs. 4/62" 45-54 lbs.

4/58" 45-54 lbs. 1/64" 45-54 lbs.

1/58" 55-64 lbs.

Ship wt. 1 lb. 8 oz.



## Bow String Accessories

### **A** NO. 1479 TOX-NOX

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

### **B** NO. 1434 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 KWIKEE SILENCERS

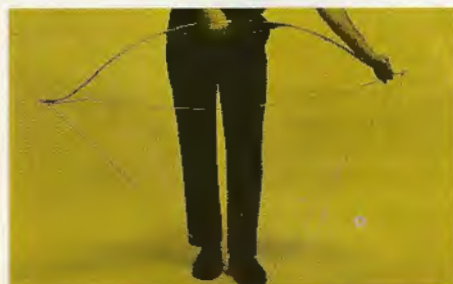
Eliminate string "twang" by dampening vibration. Deer will not "duck" the arrow or locate the hunter by the sound.

### **D** NO. 1440 BOW STRING SILENCER

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

### **E** 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. Shipping weight 1/2 oz.



### **NO. 1446 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.

### **F** NO. 1488 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 ACTION PEEP SIGHT

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

### **H** 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**—Chin Rest Model

**NO. 9374**—Check Rest Model

### **I** NO. 9770 BRUSH BUTTONS

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

### **J** NO. 1489 BOW SQUARE

Locates nocking point and fistmele precisely. Anodized aluminum does not rust, corrode. Light and easy to pack.



### **NO. 9580 BOW STRING SERVER**

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

### **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 3/8" x 24" rod of aircraft structural aluminum. It replaces conventional, heavy weights. It's patented and sold only by Ben Pearson.

**NO. 5240**—5 ounce, 3/8" x 24"

**NO. 5230**—3 ounce, 3/8" x 20"



### **NO. 9990 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 BOW FISHING LINE**

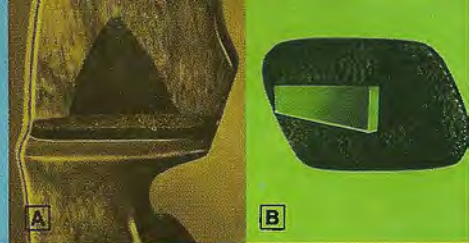
25 yards of braided nylon line, 75 lbs. test. Spins easily off reel. Ship. wt. 1 oz.

### **NO. 2810 BOW FISHING KIT**

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







## Bow Accessories

**A NO. 1404 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;  $\frac{1}{2}$ " adhesive tape used for calibration... easily and accurately marked. No vibrations.

**B NO. 1405 SIGHT BAR ATTACHMENT**

For bows with stabilizer points on face.

**C NO. 9920 BOW SIGHT**

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

**D NO. 9950 TARGET PIN SIGHT**

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

**E NO. 9970 FIELD WITH HOOD & POST**

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

**F NO. 1521 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.

**G NO. 9915 HUNTER'S SIGHT**

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



**NO. 1447 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 CARPET ARROW REST**

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

**B NO. 1417 FLEX REST**

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

**C NO. 1415 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 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 KLICKER**

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

**F NO. 1443 BOW SADDLE**

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

**G NO. 1442 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.



## Show Archery Action Color Movies to Your Group

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.

*"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.

## 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. 8½"x11" size.

**"Secrets of Successful Bow Hunting"**\* 20 pages of tips from Ben Pearson and Jim Dougherty, covering every 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"**\*

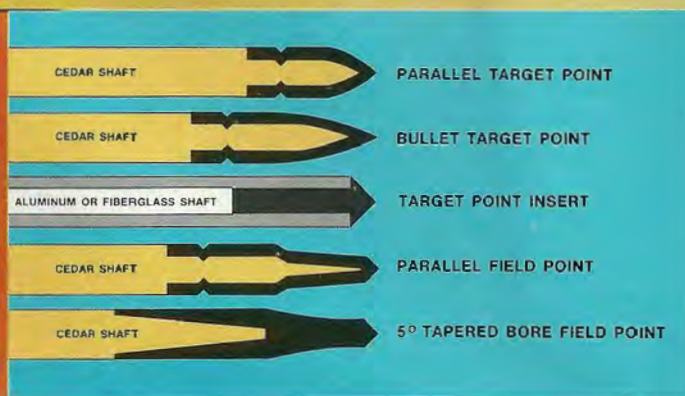
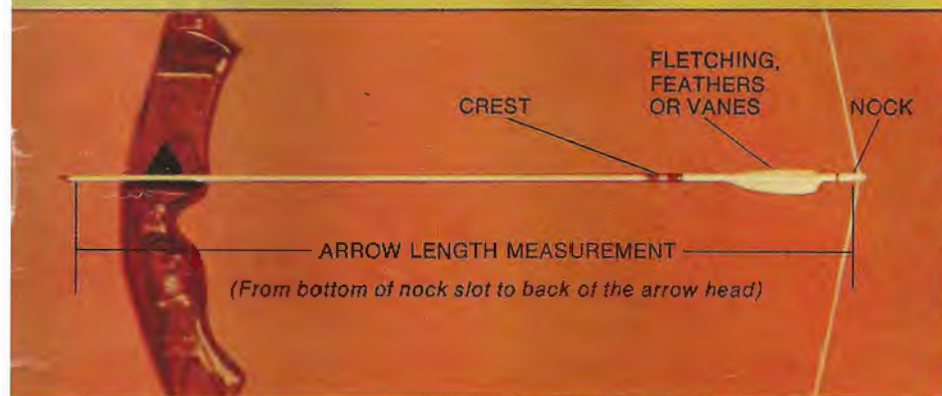
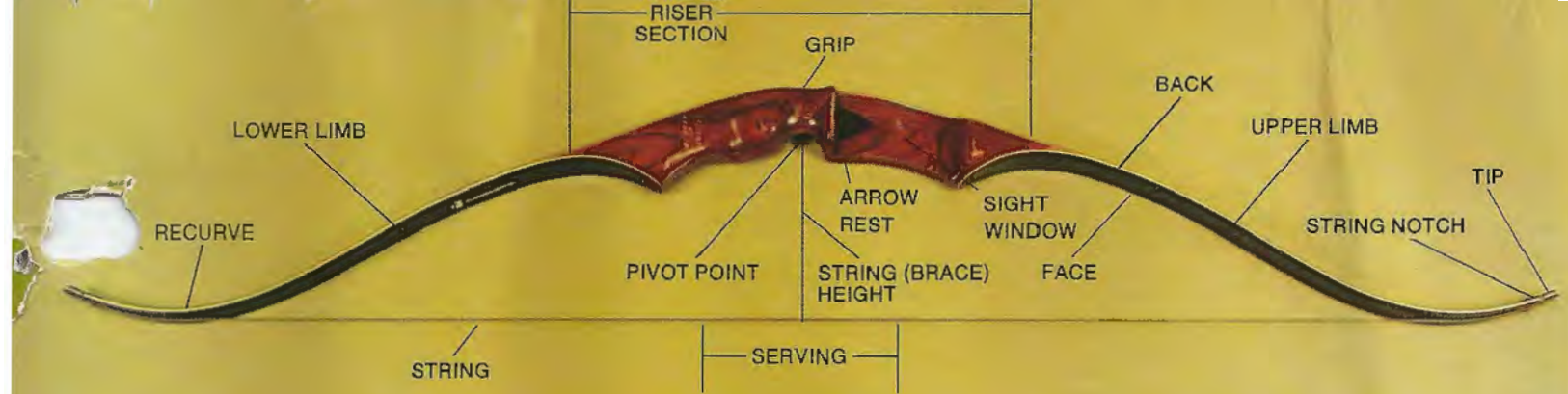
This is a valuable handbook for instructors, covering basic archery teaching, safety rules, organizing classes, practice ranges, field courses, competition rules, and selection of equipment.

**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 is 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.



\* Available at your Ben Pearson archery dealers. Or write Ben Pearson Customer Service Dept., 421 N. Altadena Dr., Pasadena, Ca. 91107, enclosing 25¢ for handling.



### APPROVED ARCHERY NOMENCLATURE

In 1968 The Archery Manufacturers Organization introduced voluntary industry-wide standards to reduce confusion and to give dealers and archers confidence in the equipment they purchase. Here are approved equipment terms & principal measuring standards.

### 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 the nocking point on the string to the back of the bow at the arrow rest.

### STRING HEIGHT

The AMO standard *string height* is the distance from the *bow string to the pivot point* (deepest part) on the handle, just below the arrow shelf when the 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, and the corresponding bow weights are marked on the package.

### ARROW LENGTH

This is the distance from the bottom of the arrow nock slot to the back of the arrow head. (See diagram). Archers' arrow lengths vary according to the length of their arms. The most accurate way to determine the 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 standards require thorough inspection of every laminated bow before it receives the Ben Pearson label. Occasionally during inspection a bow is found to have some minor visual blemish (such as a scratch on the fiberglass, or a small dent in the wood handle) which prevents it from being passed by our very particular inspectors. Whenever an inspector discovers a bow with a visual imperfection which in no way will affect its strength or shooting performance, the bow is separated from the rest of the line and labeled with a star on the limb below the bow's name and catalog number. 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. If you are interested in these unusual values, ask your dealer if he has any Ben Pearson "Signal" bows.

### BEN PEARSON LAMINATED BOW GUARANTEE

Each Ben Pearson laminated bow is numbered and accompanied by a guarantee, an owner's 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 you return the bow, write to Ben Pearson. Explain nature of the failure, include bow name, serial number, weight and date of bow's purchase. We will mail shipping instructions and a form authorizing your shipment. *We will not be responsible for unauthorized shipments.*

DURATION OF OWNERSHIP	First 12 months from date of purchase	12 to 18 months from date of purchase	18 to 24 months from date of purchase
REPAIR OR REPLACEMENT CHARGES	NO CHARGE	25% of Purchase Price	50% of Purchase Price

The Ben Pearson guarantee is transferable, provided the original owner registered the bow within 10 days, as stipulated above.

### BEN PEARSON FIBERGLASS BOW LIFETIME GUARANTEE

Each Ben Pearson fiberglass bow is guaranteed under the same registration, repair and replacement conditions as above, *for the lifetime of the bow.*

# These "pros" have what it takes

These Pearson staff members include archers who have what it takes to knock down any game that walks...or to win any tournament championship. They have great skill, and Pearson Power tackle to match. By field-testing and evaluating new equipment, they help us make sure that all Ben Pearson products are the finest of their kind.

*Jim Dougherty*



**JIM DOUGHERTY**, Director of BP Advisory Staffs and Archery Development, has an enviable collection of trophies. He is a member of the Ben Pearson Young Club, C.S.A. SAA Big Game and Associate Editor of Bow & Arrow Magazine.

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ben pearson

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PINE BLUFF, ARKANSAS 71601 PHONE (501) 534-6411

### THE LEISURE GROUP, INC.

Manufacturers and Marketers of Leisure Time Products

HIGH STANDARD, LYMAN, SIERRA BULLETS,  
BEN PEARSON, CLASSIC, HIMALAYAN, WERLICH,  
BLACK MAGIC, THOMPSON, HAYES, RAINSPRAY,  
BLAZON, MASCON, FLEXIBLE FLYER.

FORM NO. 01-142-1/70 PRINTED IN U.S.A.

# 1970 Ben Pearson Bows

The Mercury Marduder Take-Down came out this year

Mercury Marauder TD, 1970, No. 7340, 60 inches

Mercury Marauder TD camouflaged, 1970, No. 7910, 60 inches

Recurve

40 to 55 lb.

7 1/2 to 8 inch brace height

Black personite glass

East India rosewood handle with a mercury recoil cushions on upper and lower limbs, Pistol grip, rigid-lock aluminum alloy knuckles

5 inch sight window

\$ 215

Mercury Hunter, 1970, No. 7346, 60 inches

Mercury Hunter Camouflaged. 1970 No. 7905, 60 inches

Recurve

40 to 55 lb.

7 1/2 to 8 inch brace height

Brown personite glass

Pistol grip with two built in mercury recoil cartridges

East India rosewood handle

5 inch window height

\$ 152

Sierra Stalker hunting bow, 1970, No.7348. 60 inch

Recurve

40 to 55 lb. Black Personite glass

Semi-pistol grip Freigo wood handle 7 1/2 to 8 1/4 inch brace height

5 1/2 inch sight window

\$95

Ben Pearson Signature TD, 1970, No. 7331 ,58 inches

Recurve

40 to 55 lb.

7 1/4 to 8 inch brace height

Black personite glass

Solid imported Bubinga wood handle with rigid-lock knuckle aluminum alloy

4 1/2 inch sight window

\$ 93.50

BP-H52, 1970, No. 7329, 52 inches

Recurve

40 to 55 lb.

7 1/2 to 8 1/4 inch brace height

Black personite glass

Solid Zebra wood handle

4 inch sight window

\$ 64

The No. 7909 is the same bow just camouflaged

Predator, 1970, no. 7359, 58 inches

Recurve

40 to 55 lb. draw weight

7 3/4 to 8 1/2 brace height

Bubinga and Freijo handle( Dark wood in front lighter wood in back of handle

4 3/4 inch sight window

semi-pistol grip

Brown personite lass

\$ 64

No 7907 Predator camouflaged, the same bow as the No 7359 except for being painted camouflaged

Gamester, 1970, No. 7388, 56 inches, Recurve pistol grip

40 to 55 lb.

Contrasting laminated hardwoods

Black personite glass

7 1/2 to 8 1/2 inch brace height

4 1/2 inch sight window

brown wood with two thin white strips thru handle

\$ 53

Bronco, 1970, No. 7010, 48 inches

Recurve

20 to 35 lb. measured at 26 inches

6 1/2 to 7 inch brace height semi-pistol grip

select imported hardwoods

4 inch sight window

Brown personite glass

\$27

Lord Mercury, 1970, No. 7176, 66 inches

Lord mercury, 1970, No. 7177, 70 inches

Recurve

30 to 45 lb.

7 1/2 to 8 1/4 inch brace height

white glass

East India Rosewood with contrasting laminates, built in mercury cushion cartridges

8 inch sight window

Tapped for stabilizer

tips of belly of handle squared off for sight Two thin black strips thru center of handle

two thin strips thru squared off tips, with light divider on each side and between

\$ 210

Competition, 1970, No. 7190, 68 inches Recurve, 30 to 55 lb.

7 1/2 to 8 1/2 brace height

Bubinga and rosewood handle with rigid-lock aluminum alloy knuckles

pistol grip

white glass under 40 lb., black glass over 40 lb.

Handle tapped for stabilizer

Brown wood with a wide black strip down center of handle

\$152

Javelina, 1970, No. 7060, 66 inches Recurve, 30 to 50 lb.  
7 1/2 to 8 1/4 inch brace height  
white glass under 40 lb., brown glass over 40 lb.  
full pistol grip  
Bubinga wood handle  
7 inch sight window  
Light wood almost yellow, there is scroll work at the top and bottom of the handle  
\$ 65.50

Colt, 1970, No. 7070, 62 inch Colt camouflaged, 1970,  
No. 7902, 52 inches  
Full working Recurve  
25 to 55 lb.  
7 1/2 to 8 1/4 inch brace height  
White glass under 40 lb., Brown glass over 40 lb.  
semi-pistol grip  
6 1/2 inch sight window  
Olla wood handle  
Handle has several pieces of wood glued together to make the handle  
\$50

Cougar, 1970, No. 7080, 62 inches Cougar camouflaged, 1970,  
No. 7902, 62 inches  
Recurve  
30 to 55 lb.  
7 1/4 to 8 inches brace height  
Brown glass  
semi-pistol grip  
Solid imported hardwoods  
6 1/2 inch window  
Plane Jane cougar  
\$40

Varsity, 1970, No. 7120, 60 inches  
25 to 45 lb.  
Recurve  
6 3/4 to 7 1/2 brace height  
Pistol grip  
select imported hardwoods in handle  
5 1/4 inch sight window  
\$ 30

Pony, 1970 , No. 7020, 60 inches, semi-Recurve  
20 to 35 lb.  
6 3/4 to 7 1/2 inch brace height  
white glass  
Delrin arrow rest on both sides of bow  
Solid imported hardwoods in handle  
Delrin arrow rest are small plastic pegs stuck in the bow as an arrow rest  
\$ 26

Maverick, 1970, No. 7196, 48 inches

semi-Recurve

15 to 20 lb.

Black glass

Delrin arrow rests on both sides of bow

imported hardwoods in handle

Bow can be shot left or right handed. Delrin arrow rest are plastic pegs in the sides of the bow to act as arrow rest

\$ 21