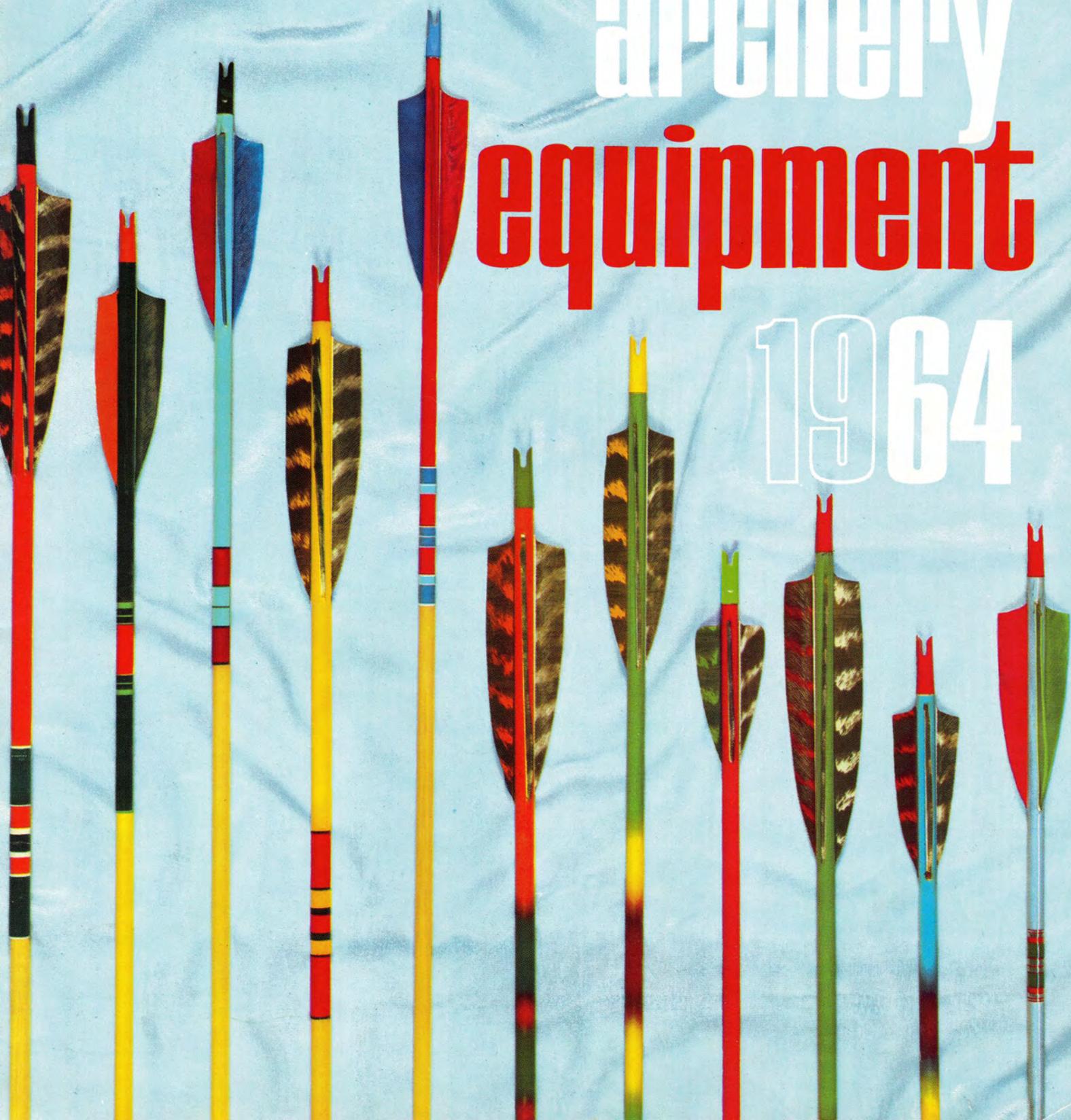
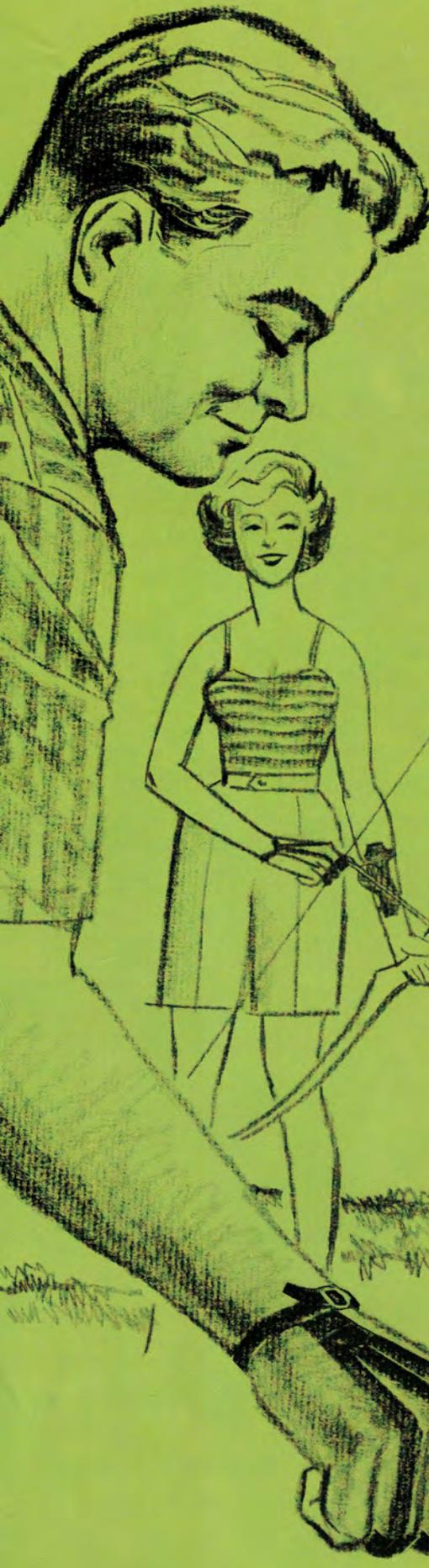




archery equipment 1964





PALOMINO

A heralded bow of champions . . . world famous for record breaking performances in national and international tournament competition! The 1964 Palomino possesses the new look of integral stabilizer design for precision hairline accuracy . . . greater smoothness and cast. Fashioned from exotic hardwoods and high tensile fiberglass laminates with long working recurved limbs, full-view sight window, extra-wide overdraw and pistol grip. Available in two lengths and in all popular weights. Specify length and draw weight.

No. 724 Palomino—5'8". Wts. 25 to 55 lbs. at 28" (draw limit 32"). Recommended brace height: 7½" to 8" . . . ship. wt. 4½ lb. **\$90.00**

No. 722 Palomino—5'6". Wts. 25 to 55 lbs. at 28" (draw limit 30"). Recommended brace height: 7½" to 8" . . . ship. wt. 4½ lb. **\$90.00**

PINTO

A superb tournament bow popular with target and field archers alike. Strikingly handsome . . . the new 1964 Pinto with integral stabilizer design features extra-wide, long working recurved limbs powered by high tensile fiberglass, full-view sight window, custom dacron bow string and pistol grip. Finished to perfection with luster finish for longer life, lasting beauty. Available in two lengths and in all popular weights. Specify length and draw weight.

No. 714 Pinto—5'10". Wts. 25 to 55 lbs. at 28" (draw limit 32"). Recommended brace height: 7½" to 8" . . . ship. wt. 4½ lb. **\$60.00**

No. 712 Pinto—5'6". Wts. 25 to 55 lbs. at 28" (draw limit 30"). Recommended brace height: 7½" to 8" . . . ship. wt. 4½ lb. **\$60.00**

Note: Above bows available in left hand models at no additional charge. Allow two weeks delivery for left hand models.

Note: Bow weight increases or decreases approximately two pounds per inch of draw length above or below indicated draw length.

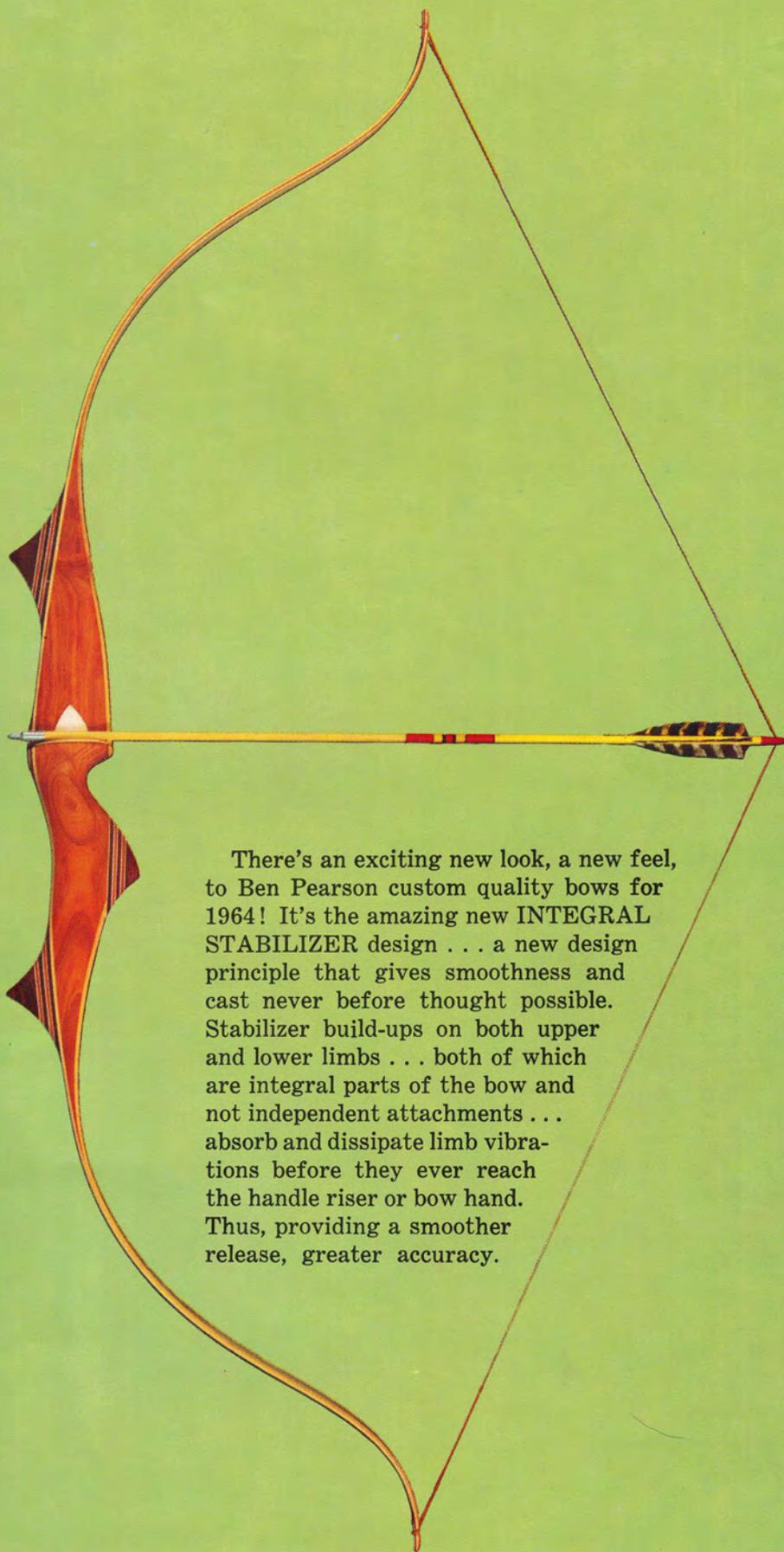


PALOMINO UNSTRUNG

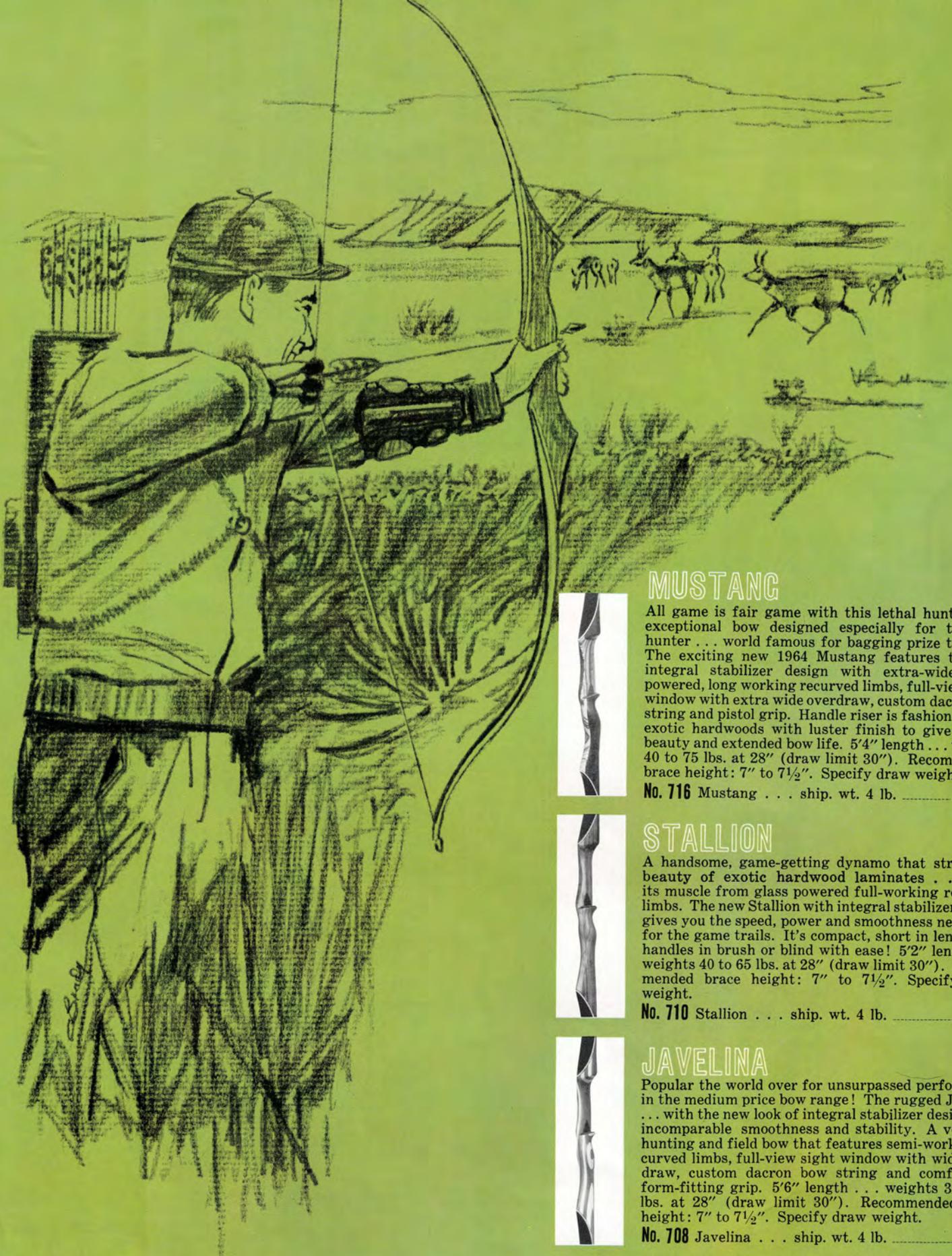
PALOMINO



PINTO



There's an exciting new look, a new feel, to Ben Pearson custom quality bows for 1964! It's the amazing new INTEGRAL STABILIZER design . . . a new design principle that gives smoothness and cast never before thought possible. Stabilizer build-ups on both upper and lower limbs . . . both of which are integral parts of the bow and not independent attachments . . . absorb and dissipate limb vibrations before they ever reach the handle riser or bow hand. Thus, providing a smoother release, greater accuracy.



MUSTANG

All game is fair game with this lethal hunter! An exceptional bow designed especially for the bow hunter . . . world famous for bagging prize trophies. The exciting new 1964 Mustang features the new integral stabilizer design with extra-wide, glass powered, long working recurved limbs, full-view sight window with extra wide overdraw, custom dacron bow string and pistol grip. Handle riser is fashioned from exotic hardwoods with luster finish to give lasting beauty and extended bow life. 5'4" length . . . weights 40 to 75 lbs. at 28" (draw limit 30"). Recommended brace height: 7" to 7½". Specify draw weight.

No. 716 Mustang . . . ship. wt. 4 lb. **\$65.00**



STALLION

A handsome, game-getting dynamo that struts the beauty of exotic hardwood laminates . . . gets its muscle from glass powered full-working recurved limbs. The new Stallion with integral stabilizer design gives you the speed, power and smoothness necessary for the game trails. It's compact, short in length . . . handles in brush or blind with ease! 5'2" length . . . weights 40 to 65 lbs. at 28" (draw limit 30"). Recommended brace height: 7" to 7½". Specify draw weight.

No. 710 Stallion . . . ship. wt. 4 lb. **\$55.00**



JAVELINA

Popular the world over for unsurpassed performance in the medium price bow range! The rugged Javelina . . . with the new look of integral stabilizer design, has incomparable smoothness and stability. A versatile hunting and field bow that features semi-working recurved limbs, full-view sight window with wide overdraw, custom dacron bow string and comfortable form-fitting grip. 5'6" length . . . weights 30 to 60 lbs. at 28" (draw limit 30"). Recommended brace height: 7" to 7½". Specify draw weight.

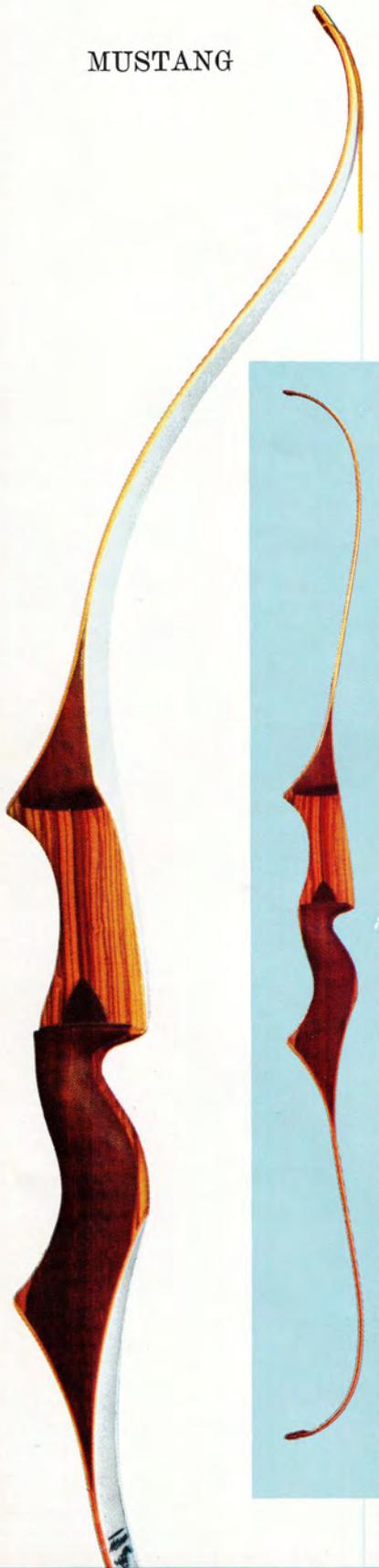
No. 708 Javelina . . . ship. wt. 4 lb. **\$45.00**



Note: Above bows available in left hand models at no additional charge. Allow two weeks delivery on left hand models.

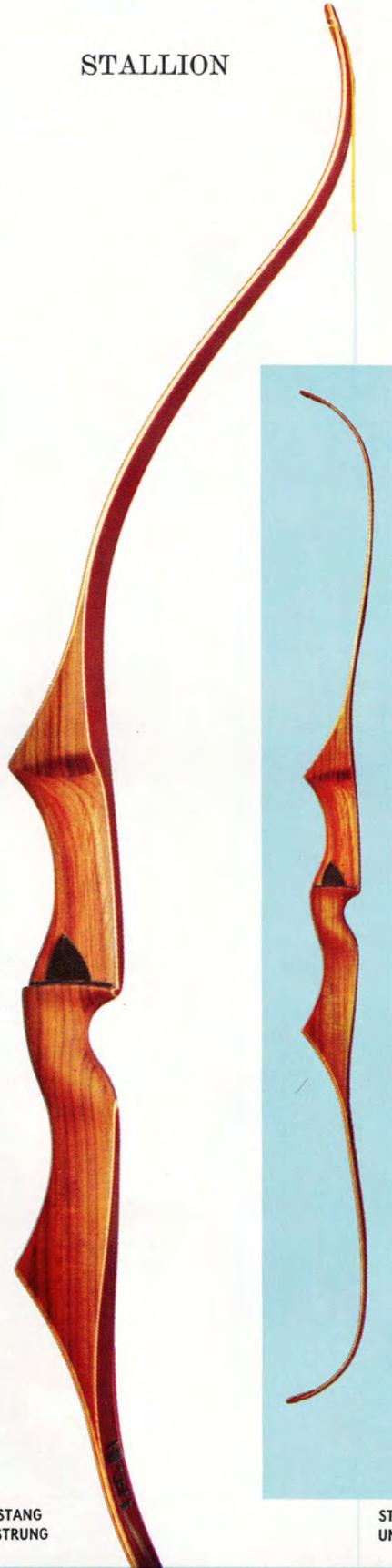
Note: Bow weight increases or decreases approximately two pounds per inch of draw length above or below indicated draw length.

MUSTANG



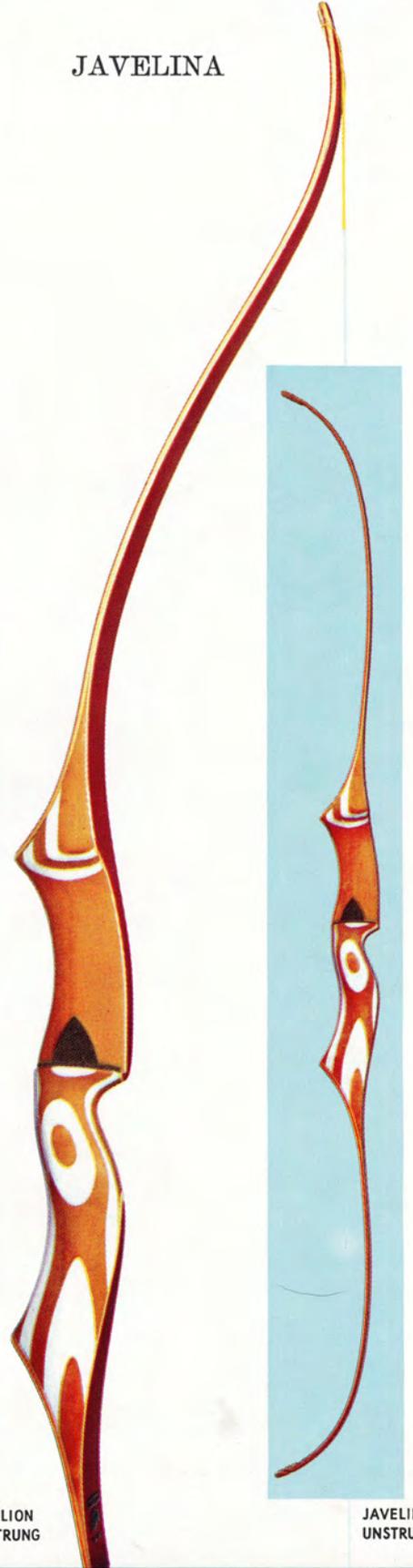
MUSTANG
UNSTRUNG

STALLION

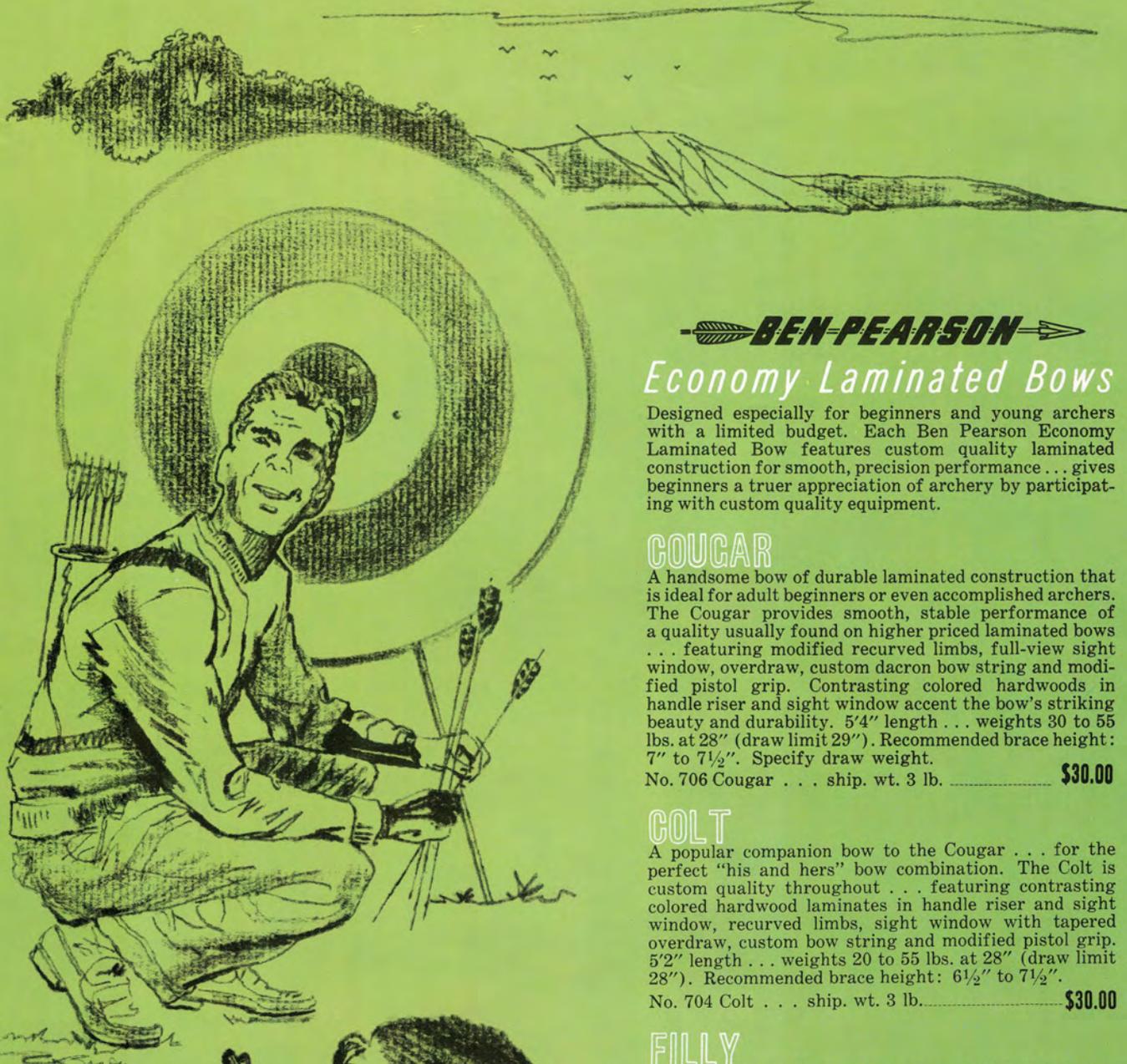


STALLION
UNSTRUNG

JAVELINA



JAVELINA
UNSTRUNG



BEN PEARSON

Economy Laminated Bows

Designed especially for beginners and young archers with a limited budget. Each Ben Pearson Economy Laminated Bow features custom quality laminated construction for smooth, precision performance . . . gives beginners a truer appreciation of archery by participating with custom quality equipment.

COUGAR

A handsome bow of durable laminated construction that is ideal for adult beginners or even accomplished archers. The Cougar provides smooth, stable performance of a quality usually found on higher priced laminated bows . . . featuring modified recurved limbs, full-view sight window, overdraw, custom dacron bow string and modified pistol grip. Contrasting colored hardwoods in handle riser and sight window accent the bow's striking beauty and durability. 5'4" length . . . weights 30 to 55 lbs. at 28" (draw limit 29"). Recommended brace height: 7" to 7½". Specify draw weight.

No. 706 Cougar . . . ship. wt. 3 lb. **\$30.00**

COLT

A popular companion bow to the Cougar . . . for the perfect "his and hers" bow combination. The Colt is custom quality throughout . . . featuring contrasting colored hardwood laminates in handle riser and sight window, recurved limbs, sight window with tapered overdraw, custom bow string and modified pistol grip. 5'2" length . . . weights 20 to 55 lbs. at 28" (draw limit 28"). Recommended brace height: 6½" to 7½".

No. 704 Colt . . . ship. wt. 3 lb. **\$30.00**

FILLY

Designed especially for the beginner. The Filly is durably constructed of alternate colored hardwoods and fiberglass laminates . . . featuring semi-working recurved limbs, custom bow string and sight window with arrow rest providing center shot release. 5' length . . . weights 20 to 45 lbs. at 28" (draw limit 28"). Recommended brace height: 6½" to 7½". Specify draw weight.

No. 702 Filly . . . ship. wt. 2 lb. **\$22.50**

PONY

An inexpensive custom quality bow for young archers. The Pony features a handle riser with alternate colored hardwood laminates, glass powered limbs and spiral wrapped grip fitted with dual arrow rests of moulded plastic. May be used by either right or left hand archers. 5' length . . . weights 20 to 40 lbs. at 28" (draw limit 28"). Recommended brace height: 6½" to 7½". Specify draw weight.

No. 700 Pony . . . ship. wt. 2 lb. **\$17.50**

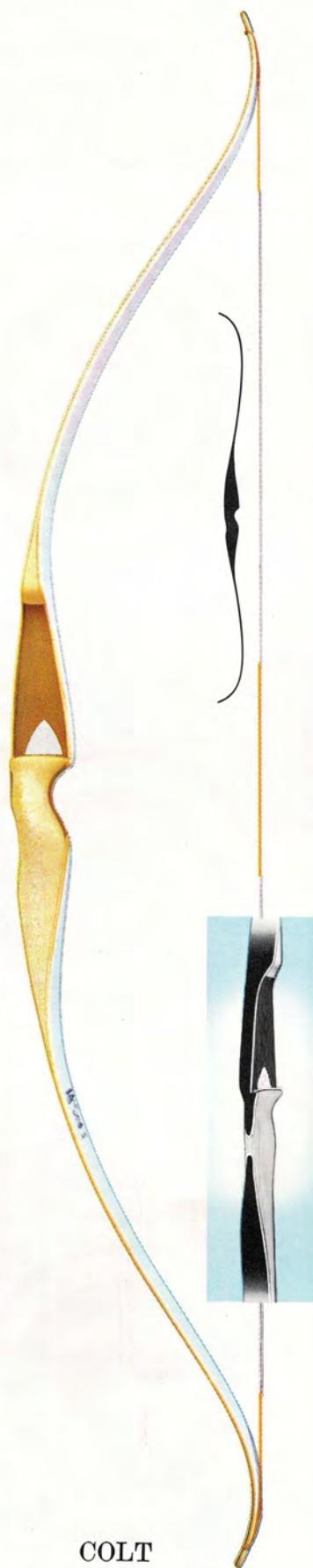
Note: The Cougar, Colt and Filly bows are available in left hand models at no additional charge. Allow two weeks delivery on left hand models.

Note: Bow weight increases or decreases approximately two pounds per inch of draw length above or below indicated draw length.

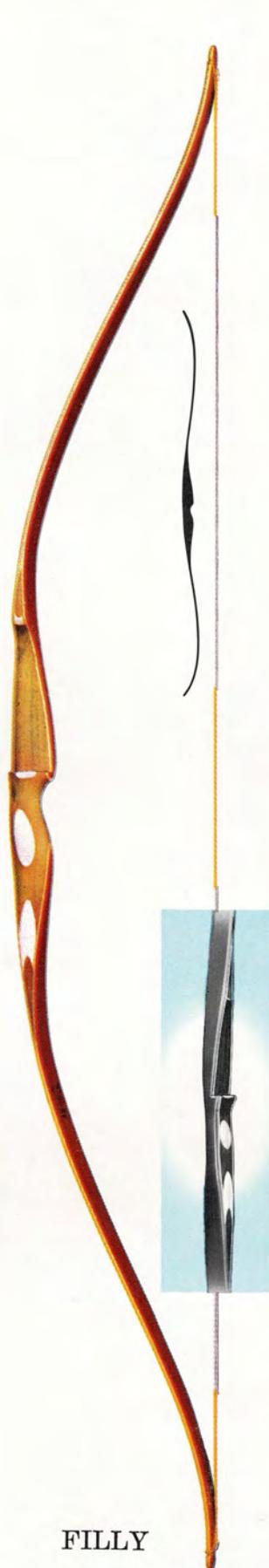




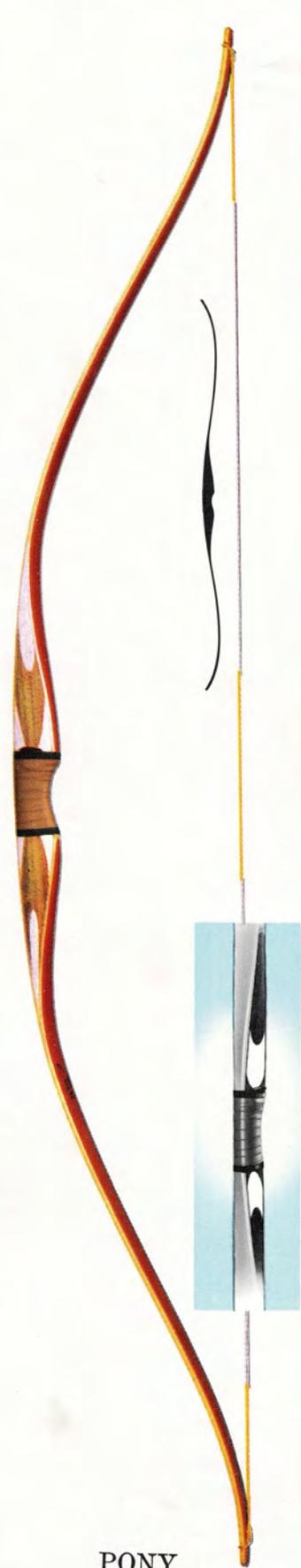
COUGAR



COLT



FILLY



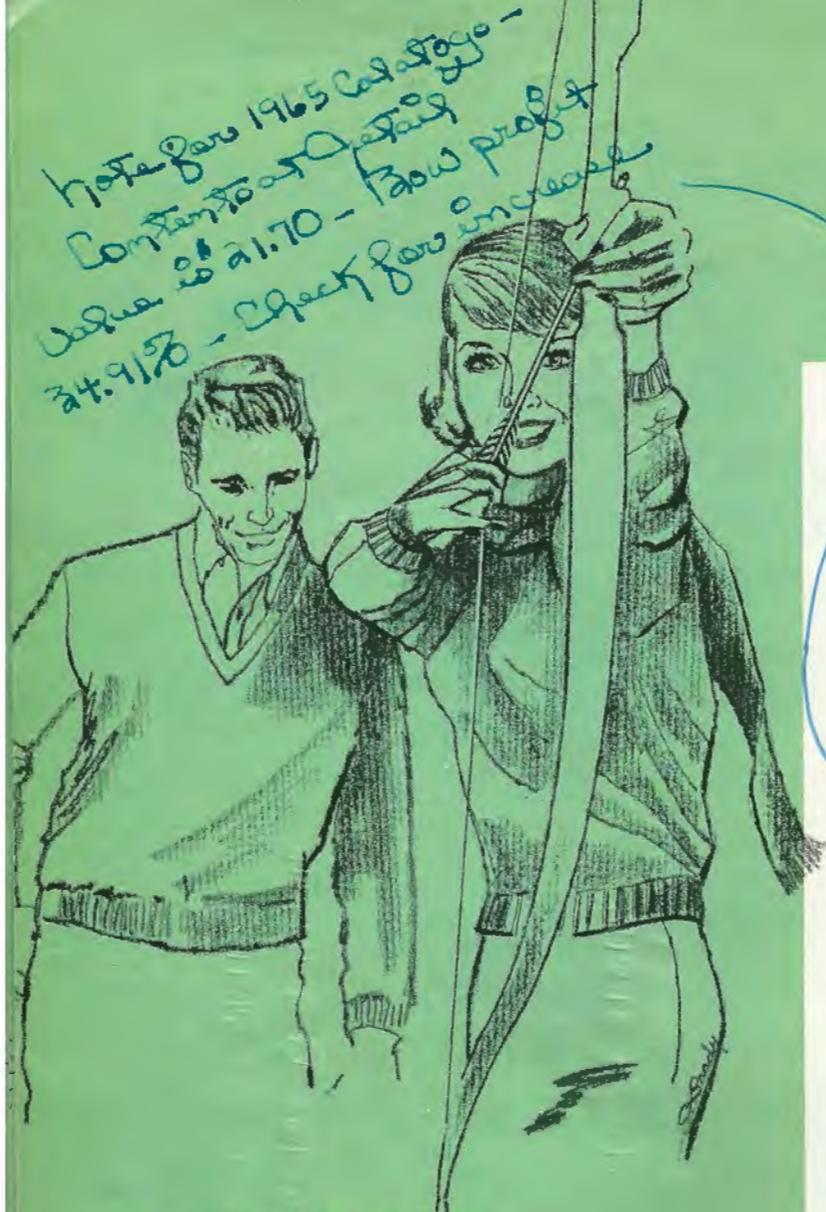
PONY

ARCHERY SETS

... FEATURING CUSTOM QUALITY LAMINATED BOWS

Exciting new archery ensembles created especially for the more serious beginner and novice archer who prefers the smooth, stable shooting qualities of a custom quality laminated bow!

*Note for 1965 Catalog -
Contents at Detail
Value is \$1.70 - Bow profit
24.91% - Expect for increase*



No. 445 PONY ARCHERY SET

For novice archers who aspire to enjoy better archery by participating with finer equipment. The Pony Archery Set includes the popular No. 700 Pony bow with glass powered limbs and spiral wrapped grip fitted with dual arrow rests of moulded plastic. . . may be used by either right or left hand archers. Plus, six 26" Port Orford Cedar target arrows, leather armguard and finger tab, full-color 24" target face and instruction booklet "Archery Made Easy" by Ben Pearson. Available in 20, 25, 30, 35 lb. weights. Specify weight. Ship. wt. 3 1/2 lbs.

\$19.50

No. 448 FILLY ARCHERY SET

A complete archery ensemble for the more advanced beginner. Set includes the No. 702 Filly 5' laminated bow with semi-working recurved limbs, sight window and form fitting grip; six colorfully finished 26" Port Orford Cedar target arrows; leather shooting glove; armguard; quiver; 24" full-color target face and "Archery Made Easy" booklet. Available in 20, 25, 30, 35 lb. weights. Specify weight. Ship. wt. 3 1/2 lbs. **\$29.50**

No. 449 COUGAR HUNTING-FIELD SET

Everything you need for bow hunting . . . a complete hunting-field archery set! Contains the durable, smooth shooting No. 706 5'4" Cougar laminated bow, featuring glass powered, recurved limbs with sight window and modified pistol grip . . . three 28" Hunting Arrows, three 28" Field Arrows, plus leather shooting glove, armguard, 24" full-color target face and "Archery Made Easy" instruction booklet. Available in 40, 45, 50, 55 lb. weights. Specify weight. Ship. wt. 6 lbs. **\$39.50**



*Value for June 1964
33%*

*Bow 8.78 - Cost 6.55218
Profit 25.37%*

445



*Value for June 1964
20%*

*Bow 13.28 - Cost 8.37744
Profit 37.67%*

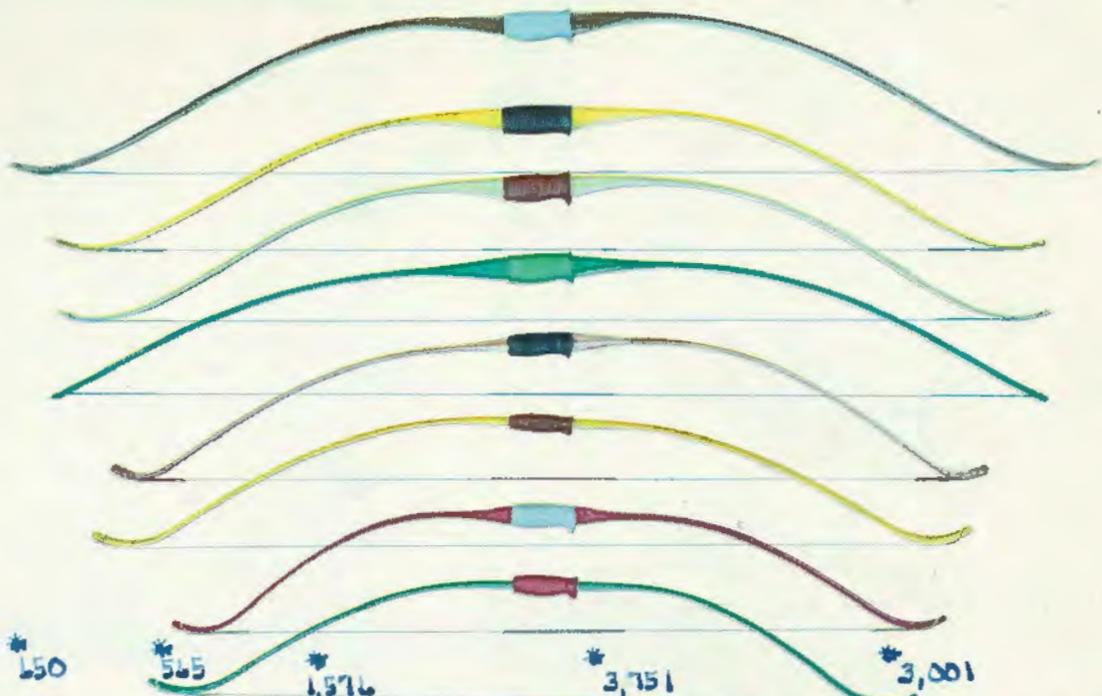
448



*Value for June 1964
11%*

*Bow 17.78 - Cost 10.77481
Profit 39.40%*

449



* 250	* 365	* 4576	* 3,751	* 3,001				
2,511 No. 337	2,752 No. 336	4,818 No. 335	4,838 No. 334	4,547 No. 333	2,092 No. 332	3,536 No. 331	1,055 No. 330	
2087	2406	3616	4037	5090	1332	4208	480	

Sales (Jan. - June 1964)
** Atlanta*
Sales (Jan. - June 1963)

- No. 337**—Length 5'6". Weights 30, 35, 40, 45, 50, 55 lbs. at 28". For men and teenage boys. Shipping weight 2 lbs. *Jet Bow 1.98 - Cost 2.55825 - Profit 63.35%* **\$15.50**
- No. 336**—Length 5'. Weights 20, 25, 30, 35, 40 lbs. at 28". Sight window. For men and women of medium height. Shipping weight 2 lbs. *Jet Bow 5.13 - Cost 2.31538* **\$12.50** *58.87%*
- No. 335**—Length 5'. Weights 20, 25, 30, 35, 40, 45, 50, 55 lbs. at 28". For men and women of medium height. Shipping weight 1 lb. 8 oz. *Jet Bow 6.02 - Cost 2.31017* **\$13.50** *62.00%*
- No. 334**—Length 5'. Weights 20, 25, 30, 35, 40 lbs. at 26". Straight limb design. Ideal for schools and camps. Shipping weight 1 lb. 4 oz. *Jet Bow 4.28 - Cost 2.10254* **\$9.50** *50.88%*
- No. 333**—Length 4'6". Weight approximately 25 lbs. at 24". Sight window. For boys and girls. Shipping weight 1 lb. *Jet Bow 3.31 - Cost 1.49747 - Profit 55.70%* **\$7.50**
- No. 332***—Length 4'6". Weight approximately 25 lbs. at 24". For boys and girls. Shipping weight 8 oz. each *Jet Bow 2.70 - Cost 1.26392 - Profit 52.19%* **\$6.00**
- No. 331***—Length 4'. Weight approximately 20 lbs. at 22". Sight window. For boys and girls. Shipping weight 1 lb. each *Jet Bow 2.92 - Cost 1.45831 - Profit 50.23%* **\$6.50**
- No. 330***—Length 4'. Weight approximately 20 lbs. at 22". For boys and girls. Shipping weight 7½ oz. each. *Jet Bow 2.25 - Cost 1.15612 - Profit 48.67%* **\$5.00**

*Minimum order of three only—or in multiples of three.
 Note: Bow weight increases or decreases approximately two pounds per inch of draw length above or below indicated draw length.

JET FIBERGLAS BOWS ARE STRONG... WEATHER-PROOF — GUARANTEED UNBREAKABLE!

Jet Fiberglass bows are ideal for camps, schools and beginning archers. They're built to take it! The rugged durability of Fiberglass plus a stable one-piece design makes Ben Pearson's Jet bows extremely strong and wear resistant... completely unaffected by adverse weather conditions... guaranteed unbreakable! Each is mounted on colorful new display card especially designed for use on pegboard displayers... a neat, attractive item that's easy to display... easy to sell!





Red Figure (Sales - Jan - June 1963)



Red Figure (Jan - June 1964) 3,099 5315

No. 341 JR. JET ARCHERY SET

Exciting archery fun for young boys and girls. A complete archery set with unbreakable fibreglas bow No. 331 . . . 4' in length with sight window and moulded plastic handle section. Four colorful 22" arrows fitted with metal tips, turkey feather fletching and plastic nocks, plus quiver, full-color animal target face and instruction booklet "Tips On Shooting" by Ben Pearson. Ship. wt. 2 lb. 4 oz. **\$7.95**

Red Box 3.58 - Cost 2.20637 - Profit 38.37%



Red Figure (Jan - June 1964) 5,639

No. 343 JET ARCHERY SET 3,981

Everything for the young archer . . . an unbreakable fibreglas bow No. 333, in rainbow colors, 4'6" in length with sight window and moulded plastic handle section. Four 24" arrows painted full length with colorful spray crest, plastic nocks and metal tips, plus leather armguard, finger tab, full-color animal target face and instruction booklet "Tips On Shooting" by Ben Pearson. Ship. wt. 2 lb. 8 oz. **\$9.95**

Red Box 4.48 - Cost 2.36975 - Profit 47.10%

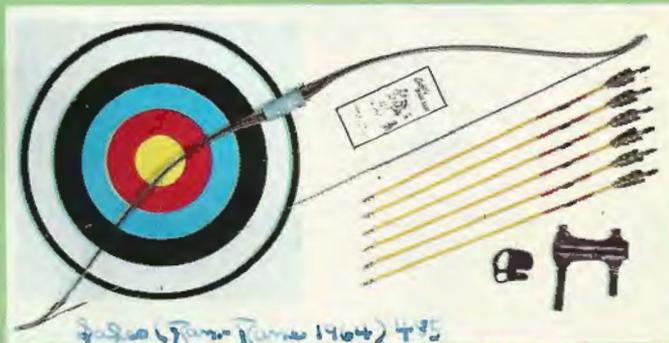


Red Figure (Jan - June 1964) 3,314

No. 346 SUPER JET ARCHERY SET 3197

For young adults . . . a complete target set containing the No. 336 5' fibreglas bow in rainbow colors with sight window and moulded plastic handle section. Six 26" arrows equipped with metal target points, spray crest, turkey feather fletching and plastic nocks. Leather armguard, finger tab, 24" full-color target face and instruction booklet "Archery Made Easy" by Ben Pearson. In 25, 30, 35 pound weights. Specify weight. Ship. wt. 3 lb. 4 oz. **\$15.95**

Red Box 7.18 - Cost 3.50084 - Profit 51.24%



Red Figure (Jan - June 1964) 475

No. 347 STRATO JET ARCHERY SET 464

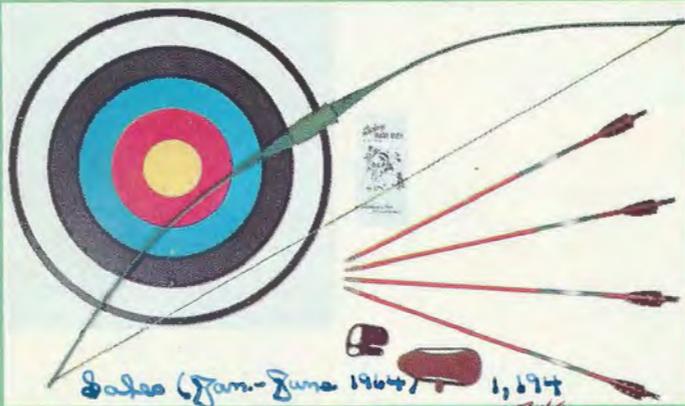
Designed for adults. Complete set includes the No. 337 5'6" fibreglas bow in cowhorn color featuring semi-working recurved limbs and fitted with moulded plastic handle with dual arrow rests . . . may be used by either right or left hand archers. Six 28" target arrows, colorfully crested and fletched, plus leather armguard, finger tab, 24" full-color target face and "Archery Made Easy" instruction booklet. In weights 30, 35, 40 pounds. Specify weight. Ship. wt. 3 lb. 12 oz. **\$18.95**

Red Box 8.53 - Cost 4.28040 - Profit 50.58%

Jet

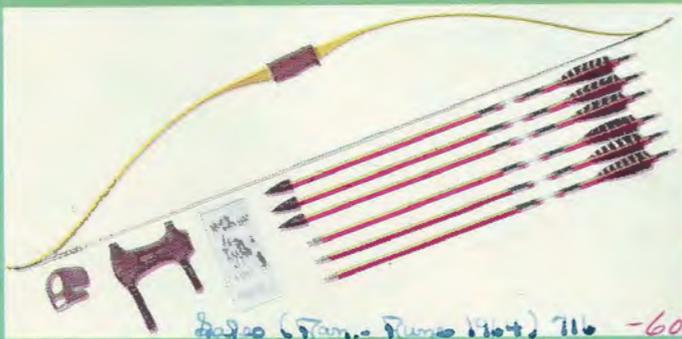
ARCHERY SETS

Archery's top value. Durable, long lasting Jet fibreglas bows in complete archery sets to provide archery fun for all ages. Unaffected by weather conditions... guaranteed unbreakable! Enjoy the beauty and action of fibreglas with Jet bows and archery sets!



Sales (Jan.-June 1964) 1,594
No. 344 POWER JET ARCHERY SET *Robber 5.38 - Cost 3.06457 - Profit 43.04%*

First choice among teenage and women archers. A complete archery set that includes the No. 334 straight limb fibreglas bow, 5' in length, fitted with moulded plastic handle section with dual arrow rests... may be used by either right or left hand archers. Four 26" metal tipped arrows painted full length, colorfully crested and fletched, plus leather armguard, finger tab, 24" full-color target face and instruction booklet "Archery Made Easy" by Ben Pearson. In 25, 30, 35 pound weights. Specify weight. Ship. wt. 3 lb. 8 oz. **\$11.95**



Sales (Jan.-June 1964) 716 - 609
No. 350 DEERSLAYER HUNTING SET *Robber 8.98 - Cost 4.29355 - Profit 52.19%*

Enjoy the thrill of bow hunting with this complete bow hunting set! Set contains the No. 335 5' fibreglas bow which is equipped with a moulded plastic handle section having dual arrow rests... may be used by either right or left hand archers. Three 28" hunting arrows fitted with the No. 782 one-piece tempered steel broadhead, three 28" practice field arrows, plus hunter's leather armguard, finger tab and "Archery Made Easy" booklet by Ben Pearson. In weights 40, 45, 50, 55 pounds. Specify weight. Ship. wt. 4 lb. **\$19.95**



Get BLISTER PACK ARCHERY SETS



*Red Figure
Sales (Jan. - June) 1964*



*4,974
6,056*

No. 342 BLISTER PACK ARCHERY SET

A complete archery set packed on colorful blister pack display card. Set includes the No. 333 4'6" fiberglass bow, four 24" metal tipped arrows painted full length with colorful crest and fletching, leather armguard, finger tab, animal target face and instruction booklet "Tips On Shooting". Minimum order of three or in multiples of three. Ship. wt. 2 lb. 8 oz. **\$9.95 ea.**

*Order 4.48 - Cost 2.31390
Profit 48.35%*

*4,763
5,109*

No. 340 BLISTER PACK ARCHERY SET

Set includes the No. 331 4' fiberglass bow, four brightly colored 22" arrows with metal tips and plastic nocks, full-color animal target face and "Tips On Shooting" booklet. Minimum order of three or in multiples of three. Ship. wt. 2 lb. **\$7.95 ea.**

Order 3.58 - Cost 2.07532 - Profit 42.03%

2,900 (Jan. - June 1964)



*3,642
3,067*

No. 339 BLISTER PACK ARCHERY SET

A practical, inexpensive archery set for youngsters. Set contains the No. 332 4'6" fiberglass bow with moulded plastic handle having dual arrow rests . . . may be used with either right or left hand. Four colorfully finished 24" arrows with metal tips and plastic nocks, full-color animal target face. And, "Tips On Shooting" booklet. Minimum order of six or in multiples of six. Ship. wt. 1 lb. 5 1/2 oz. **\$7.95 ea.**

*Order 3.58 - Cost 1.80328
Profit 49.63%*

*9,484
7,017*

No. 338 BLISTER PACK ARCHERY SET

Same set as No. 339 above except packed with the No. 330 4' fiberglass bow and 22" arrows. Minimum order of six or in multiples of six. Ship. wt. 1 lb. 1/2 oz. **\$5.95 ea.**

Order 2.68 - Cost 1.70650 - Profit 36.32%
Note: For bows only, as packed in above sets, see page 9

BEN PEARSON

HICKORY ARCHERY SETS

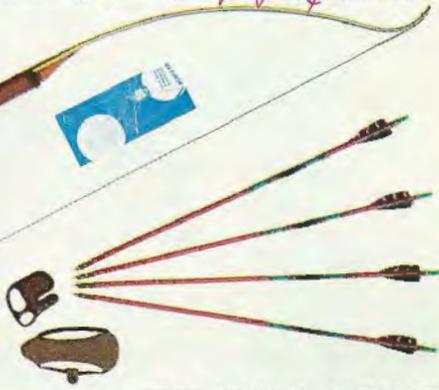
FAMOUS OLD HICKORY BOW

Ink figure - Sales (Jan-June, 1964) Red



No. 440 COCK ROBIN ARCHERY SET

A complete archery set for the young Robin Hood. Set features a sturdy 4' recurved hardwood bow (approximately 15 pound draw weight) with overlaid handle riser and long lasting bow string. Has four 20" arrows, colorfully fletched and crested, fitted with metal tips. Complete with quiver, full-color animal target face and instruction booklet, "Tips On Shooting" by Ben Pearson. Ship. wt. 1 lb. 8 oz. \$4.95. Bow only (No. 505) . . . ship. wt. 12 oz. Minimum order of three or in multiples of three. *Sales (Jan-June 1964) 235 Sales (Jan-June 1963) 3.25 ea.*



No. 441 JUNIOR CHAMPION ARCHERY SET

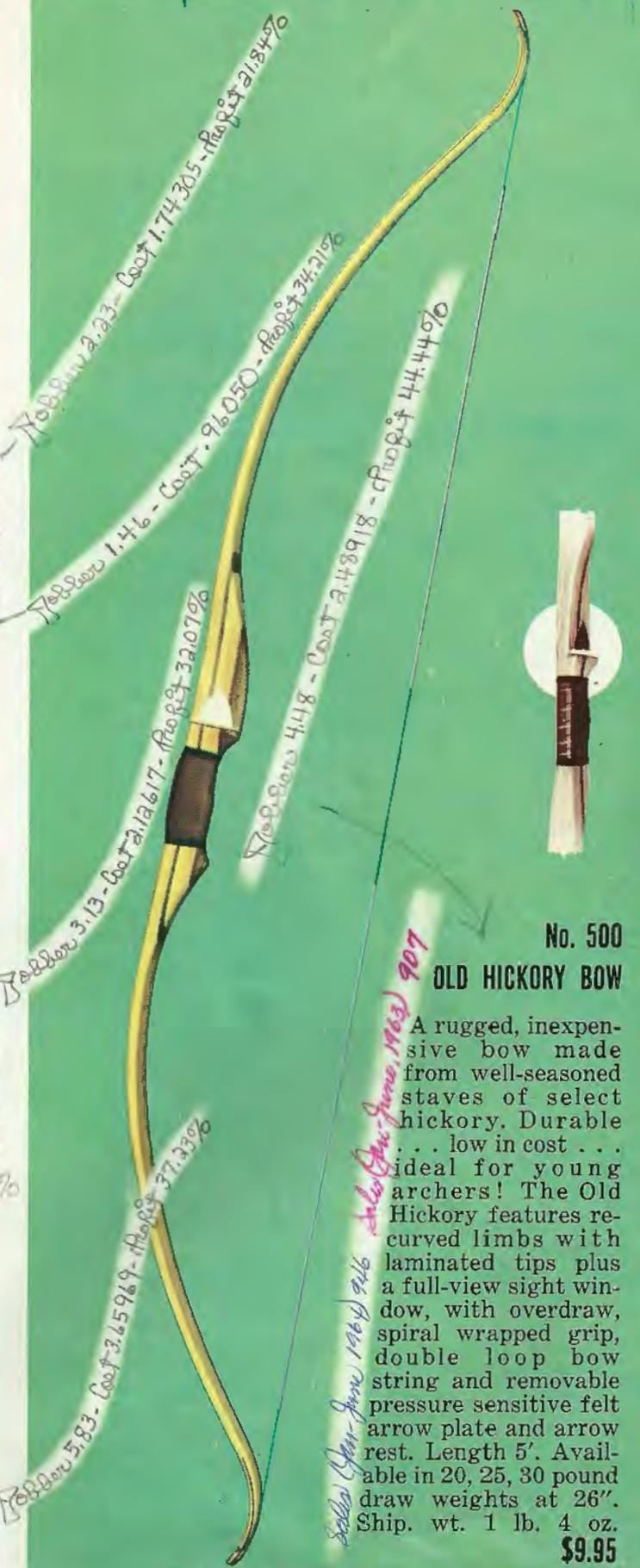
Provides archery fun for young boys and girls. Has a durable 4½' recurved hardwood bow of approximately 20 pound draw weight, equipped with long lasting bow string, four colorful 22" arrows fitted with plastic nocks, metal points, select turkey feather fletching and finished with solid color shaft and attractive crest. Complete with leather armguard, finger tab, full-color animal target face and instruction booklet, "Tips On Shooting" by Ben Pearson. Ship. wt. 2 lb. \$6.95. Bow only (No. 504) . . . ship. wt. 14 oz. Minimum order of three or in multiples of three. *Sales (Jan-June 1964) 250 Sales (Jan-June 1963) 10.16 \$3.95 ea.*



No. 444 OLD HICKORY ARCHERY SET

Fun for teenagers! A popular set that contains the famous Old Hickory Bow . . . 5' recurved hickory bow with full-view sight window, spiral wrapped grip, double loop bow string and removable, pressure sensitive, felt arrow plate and arrow rest. In addition, complete set contains four 26" arrows colorfully finished with plastic nocks and select turkey feather fletching; leather armguard, finger tab; full-color 24" target face and instruction booklet, "Archery Made Easy" by Ben Pearson. Available in 20, 25, 30 pound weights. Ship. wt. 3 lb. \$12.95

Left Hand Bow or sets are to be discontinued per spec. 1074 dated 6/26/64



No. 500 OLD HICKORY BOW

A rugged, inexpensive bow made from well-seasoned staves of select hickory. Durable . . . low in cost . . . ideal for young archers! The Old Hickory features recurved limbs with laminated tips plus a full-view sight window, with overdraw, spiral wrapped grip, double loop bow string and removable pressure sensitive felt arrow plate and arrow rest. Length 5'. Available in 20, 25, 30 pound draw weights at 26". Ship. wt. 1 lb. 4 oz. **\$9.95**

Left hand models \$5.00 extra. Allow two weeks delivery.

Note: Bow weight increases or decreases approximately two pounds per inch of draw length above or below indicated draw length.



BEN PEARSON
Matched Target and Field
ARROWS

No. 100 ALUMINUM TARGET ARROW . . . A fine precision tournament arrow. Famous Easton aluminum tubing specially processed to meet Ben Pearson specifications . . . weight matched within 3 grains then finished to perfection with deluxe crest, spiral fletching of solid color feathers, plastic IndX nocks and insert target points. Available in all lengths. Spined for bows 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-75 pounds. Specify bow weight, arrow length and color preference for crest and fletching. Shipping weight 2 lbs. **\$32.50** doz. *Rebrow 14.63 - Cost 11.17139 - Profit 23.60%*

No. 104 FIBERGLAS TARGET-FIELD ARROW . . . Practically indestructible! Genuine Micro-Flite Fiberglas shafts precision matched within 3 grains. Won't dent, bend, corrode or warp from repeated use or adverse weather conditions. Spiral fletched with choice, hand selected turkey feathers . . . colorfully finished with deluxe crest and plastic IndX nocks. Available in all lengths, spined for bows 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-75 pounds. Specify bow weight, arrow length and color preference for crest and fletching. Shipping weight 2 lbs. **\$32.50** doz. *Rebrow 14.63 - Cost 10.58021 - Profit 27.68%*

No. 109 MATCHED FOOTED TOURNAMENT ARROW . . . World's finest wood shafted arrow! Made from the finest hand selected Port Orford cedar shafts precision matched within 3 grains and footed with deluxe crest, solid color feathers and plastic IndX nocks. Matched within 3 grains. Spined for bows 20-24, 25-29, 30-34, 35-39, 40-44, 45-50 pounds. Specify bow weight, arrow length and color preference for crest and fletching. Shipping weight 1 lb. 10 oz. **\$19.95** doz. *Rebrow 8.98 - Cost 8.00257 - Profit 10.82%*

No. 207 MATCHED TARGET ARROW . . . No. 1 choice among school and college students! Ideal for archery instruction as the matched quality of the arrow enables students to learn more quickly the precision aspects of archery by participating with matched equipment. Matched within 3 grains and spined for bows 20-24, 25-29, 30-34, 35-39, 40-44, 45-50 pounds. Available in 24", 25", 26", 27" and 28" lengths. Specify bow weight, arrow length and color preference for crest and fletching. Shipping weight 2 lbs. **\$10.00** doz. *Rebrow Cost*

No. 212 DELUXE FIELD ARROW . . . Made from choice, hand selected Port Orford Cedar shafts that are matched within 5 grains. Beautifully finished with deluxe crest, plastic IndX nocks, colorful spiral field fletching and fitted with non-skid field point. Spined for 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-75 pound bow weights. Available in 26", 27" and 28" lengths only. Specify bow weight, arrow length and color preference for crest and fletching. Shipping weight 2 lbs. **\$12.00** doz. *Rebrow 5.40 - Cost 4.46821 - Profit 17.26%*

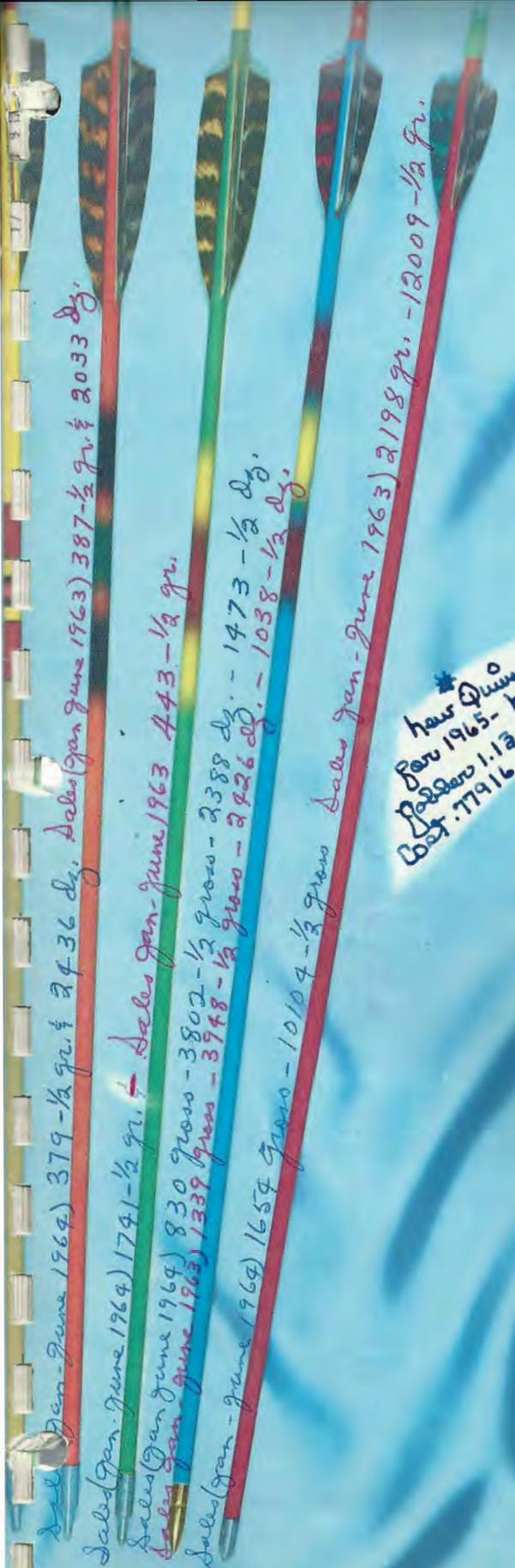
Above arrows available in orders of one-half dozen at one-half the dozen price plus 50 cents extra per half-dozen.

Note: Four-fletch available in either feathers or plastic vanes, \$1.50 extra per dozen. Six-fletch available in either feathers or plastic vanes, \$2.50 extra per dozen. Specify length of fletching desired when ordering.



Easton "Swift"
Alum. Shaft
↙

Dropped in 1965 Catalog



Sales (Jan - June 1964) 379-1/2 gr. & 3436 dy. Sales (Jan - June 1963) 387-1/2 gr. & 2033 dy.
 Sales (Jan - June 1964) 1741-1/2 gr. & Sales (Jan - June 1963) 443-1/2 gr.
 Sales (Jan - June 1964) 830 gross - 3802-1/2 gross - 2388 dy. - 1473-1/2 dy.
 Sales (Jan - June 1963) 1339 gross - 3748-1/2 gross - 2226 dy. - 1038-1/2 dy.
 Sales (Jan - June 1964) 1654 gross - 10104-1/2 gross Sales (Jan - June 1963) 2198 gr. - 12009-1/2 gr.

New Quiver pack
 for 1965 - no shipping
 orders 1.13 - (plus 18%
 cost .77916 31.05%

No. 211 MATCHED FIELD ARROW . . . A colorfully finished field arrow fletched with turkey feather fletching and fitted with nonskid field point. Matched for bows 40-49, 50-60 pounds. In 28" length and in 1/2 gross and dozen cartons only.
 Dozen . . . ship. wt. 2 lbs. \$ 8.50
 Half-gross . . . ship. wt. 6 lbs. 46.80

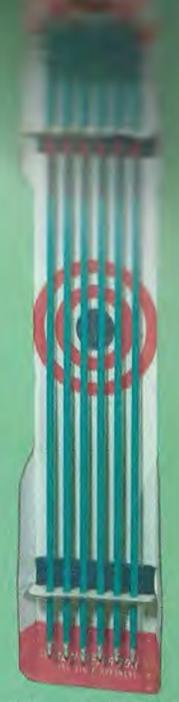
No. 210 PRACTICE FIELD ARROW . . . A colorfully finished field arrow recommended for beginners. Has 4" field fletching with contrasting colored cock feather and fitted with nonskid field point. In 28" length . . . packed in 1/2 gross only with 4 dozen 5/16" and 2 dozen 11/32" shaft sizes. Ship. wt. 5 lbs. 8 oz. \$36.00

No. 200 PRACTICE ARROW . . . An inexpensive arrow for beginners. Equipped with turkey feather fletching and fitted with No. 681 Bullet Point. In 22", 24", 26" and 28" lengths only . . . packed in gross, 1/2 gross, dozen and 1/2 dozen cartons. Gross . . . ship. wt. 8 lbs. 8 oz. \$50.40. Half gross . . . ship. wt. 5 lbs. \$25.20. Dozen . . . ship. wt. 2 lbs. \$5.00. Half-dozen . . . ship. wt. 1 lb. 6 oz. \$3.00.

No. 42 ECONOMY ARROW . . . For youngsters . . . a brightly colored arrow with turkey feather fletching, plastic nock and fitted with metal target point. Available in 24", 26" and 28" lengths. In gross and 1/2 gross cartons only. Gross . . . ship. wt. 8 lbs. 8 oz. \$36.00. Half-gross . . . ship. wt. 5 lbs. \$18.00.

No. 203 BLISTER PACK ARROWS

Six top quality Ben Pearson arrows packed in colorful, pilfer-proof blister pack display card. Arrows packed in three lengths—24", 26" and 28". Minimum order of six packs . . . all one length, or in standard pack containing 2 packs 24", 2 packs 26" and 2 packs 28". Specify when ordering. Ship. wt. 1 lb. 8 oz. \$2.50 ea.



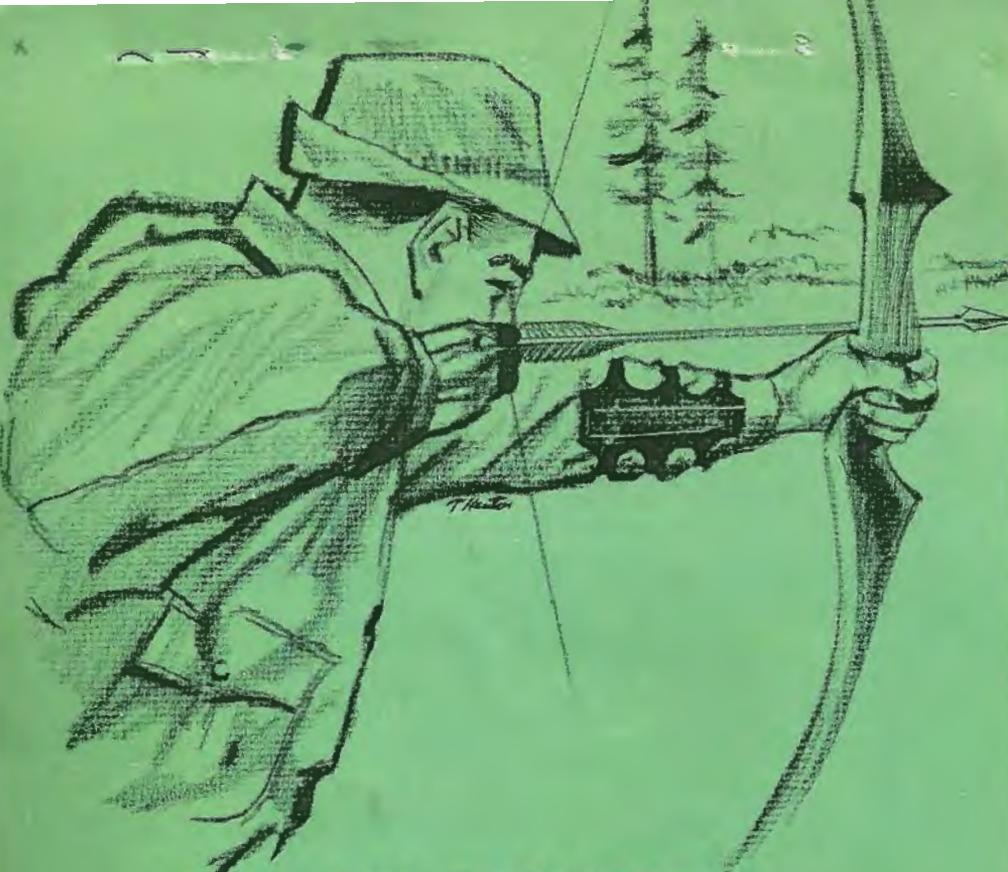
GROSS PACK



HALF-GROSS PACK

Note: All arrows in gross and half-gross display cartons are packed only one length per carton, or in our Standard Pack. Standard Pack is: Half gross — 1 doz. 24", 2 doz. 26" and 3 doz. 28". Gross — 2 doz. 24", 4 doz. 26" and 6 doz. 28". For any other assortment, add 50 cents extra per carton. Unless otherwise specified on orders for gross and half-gross packed arrows, Standard Pack will be shipped.

NO.	NO.	NO.	NO.	NO.
212	211	210	200	42



BEN PEARSON
HUNTING ARROWS

No. 106 FIBERGLAS HUNTING ARROW . . . A superb hunting arrow that's practically indestructible! Made from genuine Micro-Flite Fiberglas shafts fitted with hollow magnesium metal broadhead insert adapters and handsomely finished with long spiral fletching and deluxe crest. Weight matched within 3 grains. Available in weights 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-75 pounds. Specify bow weight and arrow length. Ship. wt. 2 lb. *Cost: 11.02439 - Profit 24.65%* **\$32.50 doz.**

No. 216 DELUXE HUNTING ARROW . . . Practically every type game to be found on the North American game trails has fallen to the swift, deadly strike of this worthy hunter! Made from only choice, hand selected Port Orford Cedar shafts that are closely matched within 5 grains and tenoned to 5 degree taper, ready for point. Finished with long spiral fletching, contrasting colored cock feather and hand brush crest. Available in 26", 27" and 28" lengths . . . spined for bows weighing 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-75 pounds. Specify bow weight and arrow length. Ship. wt. 2 lb. *Cost: 4.06868 - Profit 24.65%* **\$12.00 doz.**

No. 214 HUNTING ARROW . . . A popular priced hunting arrow that has become the overwhelming No. 1 choice of "week-end" bow hunters throughout America! Shaft painted full length, finished with colorful spray crest and long spiral fletching . . . tenoned to 5 degree taper, ready for point. Available in 28" length only. Matched in spine for bows weighing 40-49, 50-60 pounds. Specify bow weight. Ship. wt. 2 lbs. *Cost: 2.23961 - Profit 37.79%* **\$8.00 doz.**

Above arrows available in orders of one-half dozen at one-half the dozen price plus 50 cents extra per half dozen. Also available with hunting points attached . . . see notice page 17.



Sales (Jan-June, 1963) 69 doz. v 6 doz. 1/6

Sales (Jan-June, 1963) 520 doz. v 11 doz. 1/6

Sales (Jan-June, 1963) 644 doz. - 6 - 1/2 doz. - 54 doz. - 8 doz. 1/6

No. 106

No. 214

No. 216



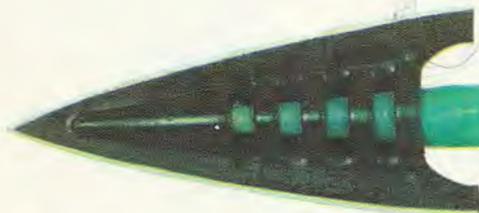
ALL POINTS ILLUSTRATED ACTUAL SIZE

When ordering either the No. 106, 216 or 214 Arrows with points attached, indicate the number of the points immediately following the catalog number of the arrow as follows:

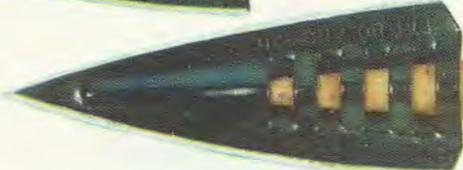
No. 216-781—No. 216 Arrow with No. 781 Point attached . . .	ship. wt. 2 lb.	\$16.00 doz.
No. 214-781—No. 214 Arrow with No. 781 Point attached . . .	ship. wt. 2 lb.	\$12.00 doz.
No. 216-782—No. 216 Arrow with No. 782 Point attached . . .	ship. wt. 2 lb.	\$16.00 doz.
No. 214-782—No. 214 Arrow with No. 782 Point attached . . .	ship. wt. 2 lb.	\$12.00 doz.
(Nos. 781 and 782 points not available on No. 106 arrow)			
No. 106-783—No. 106 Arrow with No. 783 Point attached . . .	ship. wt. 2 lb.	2 oz. \$37.00 doz.
No. 216-783—No. 216 Arrow with No. 783 Point attached . . .	ship. wt. 2 lb.	\$16.50 doz.
No. 214-783—No. 214 Arrow with No. 783 Point attached . . .	ship. wt. 2 lb.	\$12.50 doz.
No. 106-786—No. 106 Arrow with No. 786 Point attached . . .	ship. wt. 2 lb.	2 oz. \$37.00 doz.
No. 216-786—No. 216 Arrow with No. 786 Point attached . . .	ship. wt. 2 lb.	\$16.50 doz.
No. 214-786—No. 214 Arrow with No. 786 Point attached . . .	ship. wt. 2 lb.	\$12.50 doz.
No. 216-790—No. 216 Arrow with No. 790 Point attached . . .	ship. wt. 2 lb.	\$16.50 doz.
No. 214-790—No. 214 Arrow with No. 790 Point attached . . .	ship. wt. 2 lb.	\$12.50 doz.
No. 106-794—No. 106 Arrow with No. 794 Point attached . . .	ship. wt. 2 lb.	2 oz. \$37.50 doz.
No. 216-794—No. 216 Arrow with No. 794 Point attached . . .	ship. wt. 2 lb.	\$17.00 doz.
No. 214-794—No. 214 Arrow with No. 794 Point attached . . .	ship. wt. 2 lb.	\$13.00 doz.
No. 106-792—No. 106 Arrow with No. 792 Point attached . . .	ship. wt. 2 lb.	2 oz. \$37.00 doz.
No. 216-792—No. 216 Arrow with No. 792 Point attached . . .	ship. wt. 2 lb.	\$16.50 doz.
No. 214-792—No. 214 Arrow with No. 792 Point attached . . .	ship. wt. 2 lb.	\$12.50 doz.

Note: Above prices include additional charge of 50 cents for attaching points.

HUNTING POINTS



No. 781



No. 782

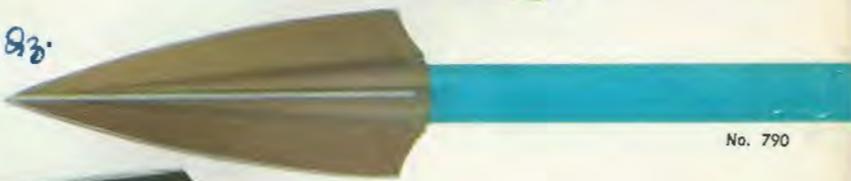


No. 783

Bears just these 3.75 per doz. in 1964



No. 786



No. 790



No. 794

ONE-PIECE TEMPERED STEEL BROADHEADS—Designed to fit on a taper for perfect alignment. Not recommended for use with metal ferrules. No. 781—Barbed. Wt. 100 Grs. Ship. wt. 4 oz. \$1.75 1/2 doz. No. 782—Barbless. Wt. 100 Grs. Ship. wt. 4 oz. \$1.75 1/2 doz.

THREE BLADE HUNTING POINTS—Precision ground edges. No. 783—Bodkin 3-Blade. Large (A), wt. 130 Grs., Medium (B), wt. 110 Grs. and Small (C), wt. 80 Grs. Specify size. Ship. wt. 6 oz. \$4.00 doz. No. 786—Hi-Precision 3-Blade. 11/32", wt. 125 Grs. and 5/16", wt. 100 Grs. Specify size. Ship. wt. 4 oz. \$4.00 doz. No. 790—M-A 3-Blade. 11/32", wt. 125 Grs. and 5/16" wt. 100 Grs. Specify size. Ship. wt. 4 oz. \$4.00 doz.

SPRING STEEL BROADHEADS—Made from the finest spring steel with positive attachment to nylon ferrule. No. 794—Four Blade. 11/32", wt. 125 Grs. and 5/16", wt. 110 Grs. Specify size. Ship. wt. 6 oz. \$4.50 doz. No. 792—Two Blade. 11/32", wt. 110 Grs. and 5/16", wt. 90 Grs. Specify size. Ship. wt. 4 oz. \$4.00 doz.

**1962 catalog - Dave written for 1964*

**Just in * John Wood @ 3.75 per doz.*

Check our 796 + 798 inventory for 1965 catalog - 17

Sales (Jan. - June, 1964)

Sales (Jan. - June, 1963)

Jobber

Cost

Profit

No.	Description	1963 Sales	1964 Sales	Price	Cost	Profit %
No. 216	Arrow with No 781 Point	42	42	7.20	5.04757	29.89%
No. 214	Arrow with No 781 Point	222	139	5.40	3.32972	38.34%
No. 216	Arrow with No. 782 Point	72	65	7.20	4.92085	31.65%
No. 214	Arrow with No. 782 Point	890	826	5.40	3.20300	40.69%
No. 106	Arrow with No 783 Point	17	15	16.65	12.80252	23.11%
No. 216	Arrow with No 783 Point	140	16	7.43	5.72790	22.91%
No. 214	Arrow with No. 783 Point	261	309	5.63	3.85692	31.49%
No. 106	Arrow with No. 786 Point	3	4	16.65	12.74774	23.44%
No. 216	Arrow with No. 786 Point	101	46	7.43	5.67312	23.65%
No. 214	Arrow with No. 786 Point	278	193	5.63	3.86788	31.30%
No. 106	Arrow with No. 790 Point			16.65	12.79472	23.15%
No. 216	Arrow with No. 790 Point	19	0	7.43	5.72011	23.01%
No. 214	Arrow with No. 790 Point			5.63	3.91184	30.52%
No. 106	Arrow with No. 794 Point	18	6	16.88	12.80859	24.12%
No. 216	Arrow with No. 794 Point	632	531	7.65	5.73397	25.05%
No. 214	Arrow with No 794 Point	455	277	5.85	3.86960	33.85%
No. 106	Arrow with No. 792 Point	7	0	16.65	12.42724	25.36%
No. 216	Arrow with No. 792 Point	56	101	7.43	5.35262	27.96%
No. 214	Arrow with No. 792 Point	261	195	5.63	3.52758	37.24%
No. 781	Broadhead (Own mfg.)	948	1071	.79 1/2	49469	37.38%
No. 782	Broadhead	1135	1081	.79 1/2	43133	45.40%
No. 783	Broadhead (Purchased)	409	417	1.80	1.45151	19.36%
No. 786	Broadhead	327	255	1.80	1.46698	18.50%
No. 790	Broadhead	328	170	1.80	1.50424	16.43%
No. 794	Broadhead	634	469	2.03	1.46133	28.01%
No. 792	Broadhead		18	1.80	1.14155	36.58%

Discontinued in 1965

To be re-designed for 1965

Discontinued in 1965

Discontinued in 1965

(192)

18-64/6

10-64/6

Check over 796 + 798 inventory for 1965 Catalog -

QUIVERS/GLOVES/ARMGUARDS

Leather goods of new improved quality, designed and tested in the field by Ben Pearson. Each item is produced in our own factory by expert Ben Pearson leather craftsmen who have years of experience in the production of fine leather goods. All leather used in Ben Pearson leather goods is top grain leather with each item specially treated and sewn to give you the ultimate in comfort and performance.

ink figure - Sales (Jan. - June 1964)
Red figure - Sales (Jan. - June 1963)

**Check 800 price increase in 1963 from \$8.95 to \$10.95*
6/57
6/196



4691
6,625

No. 800



1,806

No. 801



13,627

No. 802



5,379

No. 804



3,457

2,619

No. 814



6,471
6,623

No. 810



No. 815 *1,104*

No. 800 DELUXE SHOOTING GLOVE *Rebber .113 - Cost .62290 - Profit 744.88%*
 Made of top grain cowhide leather with elastic webbing to assure a comfortable, snug fit. Moulded finger tips give complete finger coverage. Adjustable wrist strap. Available in small, medium, large and extra large sizes. Ship. wt. 1 oz. \$2.50

No. 801 ARCHER'S GLOVE *Rebber .90 - Cost .53645 - Profit 40.39%*
 A new addition to the Ben Pearson line of fine leather goods. Made of top grain cowhide leather with soft, form-fitting back, closed-end finger tips and adjustable wrist strap. In small, medium, large and extra large sizes. Ship. wt. 1 oz. \$2.00

No. 802 ARCHER'S GLOVE *Rebber .68 - Cost .39396 - Profit 42.06%*
 An economy glove of top grain cowhide with moulded finger tips and adjustable wrist strap for comfortable fit. Small, medium, large and extra large sizes. Ship. wt. 1 oz. \$1.50

No. 805 EASY-ON FINGER TAB *Rebber .23 - Cost .11432 - Profit 50.30%*
 Western style shooting tab made from cordovan leather. Double thickness, one layer of leather, one of felt, assures a comfortable fit and effortless release of the bow string. Highly recommended for heavier bows. Available in large and small sizes. Ship. wt. 1/2 oz. \$0.50

No. 804 FINGER TAB *Rebber .16 - Cost .02713 - Profit 83.04%*
 Same as No. 805 except made of single thickness top grain cowhide. Especially recommended for lightweight bows. In large and small sizes. Ship. wt. 1/2 oz. \$0.35

No. 814 HUNTING ARMGUARD *Rebber 1.13 - Cost .52227 - Profit 53.78%*
 Made of top grain cowhide with heavy duty, adjustable leather straps. Reinforced with concealed spring steel stay for added wrist protection. Designed for hunting and roving. Ship. wt. 3 oz. \$2.50

No. 810 SKELETON TYPE ARMGUARD *Rebber .68 - Cost .35798 - Profit 47.36%*
 A favorite with many archers. Top grain cowhide leather reinforced with concealed spring steel center stay. Held in place by two adjustable elastic straps. Ship. wt. 1 oz. \$1.50

No. 815 HOOK AND LACE ARMGUARD *Rebber .68 - Cost .42848 - Profit 36.99%*
 Made of top grain cowhide leather, completely lined for added protection. Off-set front permits comfortable fit and movement of wrist. Held in place by hooks and lacing. Ship. wt. 1 oz. \$1.50

No. 808 ECONOMY ARMGUARD *Rebber .45 - Cost .33466 - Profit 25.63%*
 Ideal for schools and archery ranges. Made of top grain cowhide reinforced with concealed spring steel center stay. Ship. wt. 1 oz. \$1.00

No. 825 DELUXE GROUND QUIVER *Rebber .90 - Cost .66373 - Profit 26.25%*
 All metal construction. Small, neat and efficient. Holds arrows upright and bow horizontally. Popular with schools and clubs. Preferred by many top target archers. Has take-down feature requiring a minimum of space for storing. Ship. wt. 1/2 lb. \$2.00

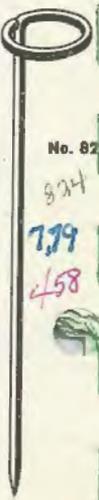
No. 824 ECONOMY GROUND QUIVER *Rebber .45 - Cost .30494 - Profit 32.24%*
 Holds arrows upright ready for shooting. Simple, but rugged. Practical economical construction. Ship. wt. 1/2 lb. \$1.00



7,218



1,306



No. 824

779

458



No. 835



No. 844



No. 848



No. 833



No. 828



No. 840



No. 834



No. 829

Discontinued 1965

No. 835 DeLuxe Hunting Quiver *Robber 5.83 - Cost 3.52447 - Profit 39.55%*
 Made of top grain cowhide leather. Form-fitting shoulder strap holds quiver in position for instant use. Divider strap separates blunts from broadheads, keeps arrows from rattling. Heavy, moulded puncture-proof bottom. Zipper pocket for accessories. Ship. wt. 1 lb. 6 oz. **\$12.95**

No. 844 Hunting Quiver *Robber 4.48 - Cost 2.10075 - Profit 41.95%*
 A two division quiver with arrow divider strap. Can easily carry 12 or more arrows. Made of top grain cowhide leather . . . complete with adjustable shoulder strap. Extremely serviceable. Surprisingly inexpensive. Ship. wt. 1 lb. 6 oz. **\$9.95**

No. 848 Junior Hunting Quiver *Robber 2.48 - Cost 1.45311 - Profit 41.41%*
 A popular priced shoulder quiver for young archers. Made of top grain cowhide with adjustable shoulder strap and arrow divider strap. Over 16" deep with heavy leather bottom. Wide throat permits easy removal of arrows. Ship. wt. 1 lb. **\$5.50**

No. 833 Target or Hunting Quiver *Robber 2.03 - Cost 1.34856 - Profit 33.57%*
 A durable leather quiver made of top grain cowhide fitted with plastic bell. Holds 12 target arrows or six hunting arrows. Has long lasting heavy leather bottom. Ship. wt. 1 lb. **\$4.50**

No. 828 Economy Quiver *Robber 1.01 - Cost .59594 - Profit 41.00%*
 Identical to the No. 833 quiver except made from durable, long lasting, SVL 8 gauge vinyl. Complete with belt and moulded puncture-proof bottom. Ship. wt. 1 lb. **\$2.25**

No. 840 Cheyenne Field Quiver *Robber 4.48 - Cost 2.53666 - Profit 43.38%*
 From out of the west comes this handsome new field quiver! Made from famous Cheyenne rawhide . . . natural, full grain western steer hide that's extra soft, long lasting and water resistant . . . trimmed with durable vinyl binding. The Cheyenne quiver features a wide throat for easy access to arrows, hang straps with belt clip, arrow divider with decorative steer head ornament and accessory pocket with snap cover. Ship. wt. 1 lb. **\$9.95**

No. 834 Field Quiver *Robber 3.13 - Cost 2.06477 - Profit 34.03%*
 Made of top grain cowhide with outer pocket and two adjustable hang straps with belt clip to allow quiver to hang at any desired angle. Features a long lasting, moulded puncture-proof bottom, arrow divider strap and wide cut-away throat for easy access to arrows. Can easily carry eight field, target or hunting arrows. Ship. wt. 1 lb. **\$6.95**

No. 830 Field Quiver *Robber 3.13 - Cost 1.71967 - Profit 45.06%*
 Handsomely styled from extra thick top grain cowhide. Made with loop for attaching to wearer's belt with angled design to permit freedom of movement and easy access to arrows. Has arrow divider strap, accessory pocket and powder pat. Ship. wt. 8 1/2 oz. **\$6.95**

No. 827 Economy Quiver *Robber .56 - Cost .36211 - Profit 35.34%*
 A quiver for young archers. Made from SVL 8 gauge claret colored vinyl. Has loop for attaching to wearer's belt and heavy puncture-proof bottom. Carries 12 arrows. Nicely finished with decorative trim cuff. Ship. wt. 3 oz. **\$1.25**

No. 829 Pocket Quiver *Robber .90 - Cost .47945 - Profit 46.73%*
 Popular with male archers. Fits snugly in hip pocket. Slots for belt. Protective cuff prevents wear on pocket. Made of top grain cowhide leather. Ship. wt. 3 oz. **\$2.00**

No. 842 Hush-H-H Bow Quiver *Robber 1.46 - Cost 1.03938 - Profit 28.81%*
 The ideal quiver for bow hunting. Always ready, never in the way. Improved plastic construction. Slots hold four extra arrows for instant, quiet use. No tape, clamps or screws necessary. Will not mar bow limbs or arrows. Ship. wt. 1 oz. **\$3.25**

#836 Discontinued in 1965
#847 ✓ ✓ ✓
#839 ✓ ✓ ✓



No. 827

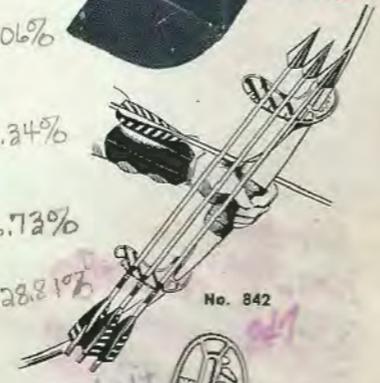
13,883
13,023



No. 830

906
495

Powder pocket omitted in 1965



No. 842

ink figure (Sales Jan-June 1964)
1963

Sisal Core Targets & Stands		Jobber	Cost	Profit
46 Target	637 638	X 4.48 ea.	2.86952	36.17%
44 "	1,019 1,015	2.48 ✓	1.73050	30.22%
48 Stand	652 593			
50 Target & Stand	534 337	3.58 ✓	2.33734	34.71%

Johnson Grass Targets		Jobber	Cost	Profit
408	851 793	7.63 ea.	5.52647	27.57%
406	1,567 1,308	4.93 ✓	3.73228	24.29%
404	1,237 1,167	3.13 ✓	2.38519	23.80%

Burlap Covered Targets		Jobber	Cost	Profit
4080	352 315	8.53 ea.	6.70609	21.38%
4060	523 384	5.83 ✓	4.48489	23.07%
4040	360 245	3.58 ✓	2.90391	18.89%

Target Covers		Jobber	Cost	Profit
4081	77 18	4.48 ea.	3.20886	28.37%
4061	25 31	3.58 ✓	2.86871	19.87%

Target Stands		Jobber	Cost	Profit
402	639 516			
401	1,115 863			
400	423 346			
439	222 206	1.33 ✓	1.01164	23.94%

Jan 1965
✓
✓
✓

No. 827
13,883
13,023

No. 828 ECONOMY QUIVER Jobber 1.01 - Cost 59594 - Profit 41.00%
Identical to the No. 833 quiver except made from durable, long lasting, SVL 8 gauge vinyl. Complete with belt and moulded puncture-proof bottom. Ship wt. 1 lb. \$2.25

No. 840 CHEYENNE FIELD QUIVER Jobber 4.48 - Cost 2,53666 - Profit 43.38%
From out of the west comes this handsome new field quiver! Made from famous Cheyenne rawhide . . . natural, full grain western steer hide that's extra soft, long lasting and water resistant . . . trimmed with durable vinyl binding. The Cheyenne quiver features a wide throat for easy access to arrows, hang straps with belt clip, arrow divider with decorative steer head ornament and accessory pocket with snap cover. Ship. wt. 1 lb. \$9.95

No. 834 FIELD QUIVER Jobber 3.13 - Cost 2,06477 - Profit 34.03%
Made of top grain cowhide with outer pocket and two adjustable hang straps with belt clip to allow quiver to hang at any desired angle. Features a long lasting, moulded puncture-proof bottom, arrow divider strap and wide cut-away throat for easy access to arrows. Can easily carry eight field, target or hunting arrows. Ship. wt. 1 lb. \$6.95

No. 830 FIELD QUIVER Jobber 3.13 - Cost 1,71967 - Profit 45.06%
Handsomely styled from extra thick top grain cowhide. Made with loop for attaching to wearer's belt with angled design to permit freedom of movement and easy access to arrows. Has arrow divider strap, accessory pocket and powder pat. Ship. wt. 8 1/2 oz. \$6.95

No. 827 ECONOMY QUIVER Jobber .56 - Cost 3,6211 - Profit 35.24%
A quiver for young archers. Made from SVL 8 gauge claret colored vinyl. Has loop for attaching to wearer's belt and heavy puncture-proof bottom. Carries 12 arrows. Nicely finished with decorative trim cuff. Ship. wt. 3 oz. \$1.25

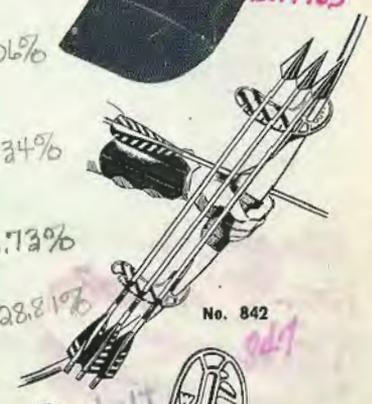
No. 829 POCKET QUIVER Jobber .90 - Cost 4,7945 - Profit 46.73%
Popular with male archers. Fits snugly in hip pocket. Slots for belt. Protective cuff prevents wear on pocket. Made of top grain cowhide leather. Ship. wt. 3 oz. \$2.00

No. 842 HUSH-H-H BOW QUIVER Jobber 1.46 - Cost 1,03938 - Profit 28.81%
The ideal quiver for bow hunting. Always ready, never in the way. Improved plastic construction. Slots hold four extra arrows for instant, quiet use. No tape, clamps or screws necessary. Will not mar bow limbs or arrows. Ship. wt. 1 oz. \$3.25

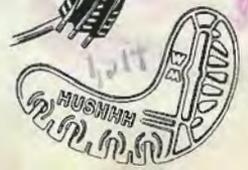


No. 830
906
493

Powder
Pocket
Omitted
Jan 1965



No. 842



483
454



235
-0-



No. 834

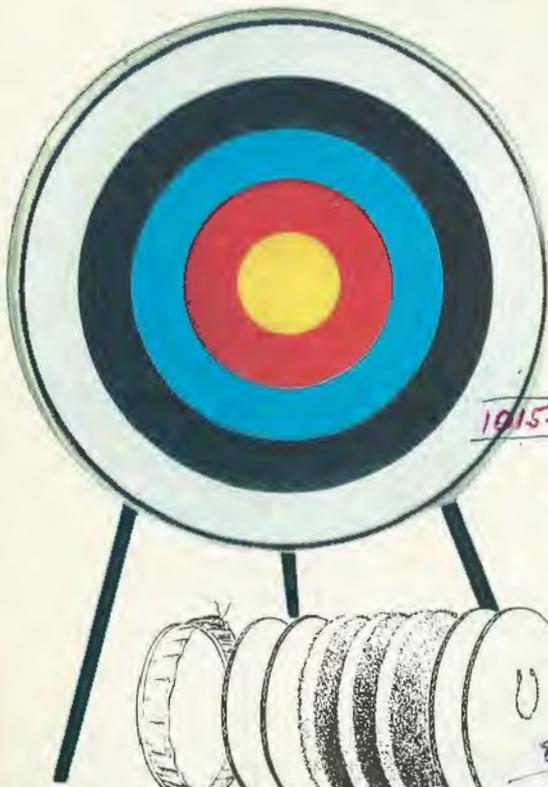
1,630
1490



No. 829

432
464

TARGETS / MATS / STANDS



SISAL CORE TARGET

Consists of three thick layers of rugged lightweight sisal sandwiched between four heavy-duty corrugated cardboard discs . . . all contained in a full-size 4-color target face which is complete with skirt and draw string. May be used satisfactorily with bows weighing up to 40 pounds draw weight.

- 638
- 637 No. 46 Sisal Core Target, 36". Ship. wt. 7 lb. 8 oz. \$9.95
- 1915-1069 No. 44 Sisal Core Target, 24". Ship. wt. 5 lb. \$5.50
- 652 No. 48 Target Stand. May be used with either 24" or 36" target. Ship. wt. 2 lb. 6 oz. \$1.50
- 593
- No. 50 Target and Stand Combination . . . includes 24" target with stand packed in one container. Ship. wt. 7 lb. \$7.95
- 534
- 337

JOHNSON GRASS TARGETS

- No. 408 Target, 48" Diameter. Ship. wt. 57 lb. \$16.95
- 851-793
- No. 406 Target, 36" Diameter. Ship. wt. 34 lb. \$10.95
- 1567-1308
- No. 404 Target, 24" Diameter. Ship. wt. 16 lb. \$6.95
- 1237-1167



TARGET COVER

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

- No. 4081 48" Target Cover. Ship. wt. 4 lb. 14 oz. \$9.95
- No. 4061 36" Target Cover. Ship. wt. 1 lb. 10 oz. \$7.95



BURLAP COVERED TARGETS

Complete target covered with burlap . . . positively eliminates litter in transit or on display.

- 315
- 352 No. 4080 Burlap Covered Target, 48" Dia. Ship. wt. 62 lb. \$18.95
- 384
- 523 No. 4060 Burlap Covered Target, 36" Dia. Ship. wt. 37 lb. \$12.95
- No. 4040 Burlap Covered Target, 24" Dia. Ship. wt. 18 lb. \$7.95
- 360
- 245

TARGET STAND

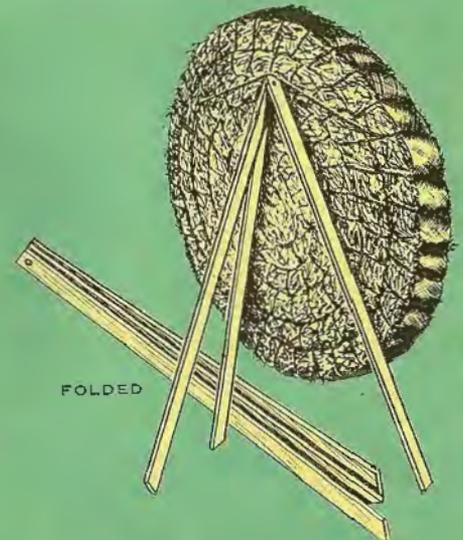
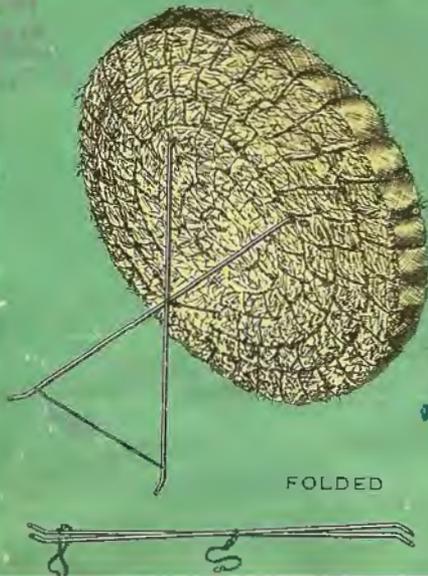
Holds target at proper shooting height and angle. Special construction gives target rigid support. Treated with water-proof, anti-deterioration chemical solution to insure long life . . . painted for added protection against adverse weather conditions.

- 639 No. 402 For 48" target. 516 Ship. wt. 11 lb. \$5.50
- 1115 No. 401 For 36" target. 363 Ship. wt. 6 lb. 8 oz. \$3.75
- 423 No. 400 For 24" target. 316 Ship. wt. 3 lb. 8 oz. \$2.25

No. 439 PORTABLE METAL TARGET STAND

Handy for youngsters and backyard archers. Compact, easy to use. Simply imbed top ends of legs into mat and clip to target stitching. Adjustable to non-skid angles to reduce loss of arrows. Constructed entirely of metal and treated to prevent rusting. With brass chain and clip. For 24" and 36" targets only. Length 32". Ship. wt. 1 lb. 10 oz. \$2.95

Note: Prices on targets and stands do not include transportation charges, therefore, the delivered price of these items will be slightly higher.





BLACK AND WHITE ROVING FIELD FACES

On heavy tag stock.

- No. 472—6". Ship. wt. 3 oz. ...\$.55 doz. *48*
- No. 473—12". Ship. wt. 1 oz. \$.10 ea.
- No. 474—18". Ship. wt. 1 oz. \$.15 ea.
- No. 475—24". Ship. wt. 3 oz. \$.25 ea. *20*
- No. 476—Complete set of 30 faces.
Ship. wt. 2 lb.\$3.50

STANDARD 4-COLOR TARGET FACES

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

SQUARE HEAVY TAG

- No. 419—48". Ship. wt. 12 oz. ...\$1.50 *1.39 - 23.5%*
- No. 418—36". Ship. wt. 8 oz. ...\$.75 *60 to .75 - 19.14%*
- No. 417—24". Ship. wt. 4 oz. ...\$.50
- No. 421—16". Ship. wt. 2 oz. ...\$.25 *30 - 6.5%*

SQUARE OIL CLOTH

- No. 416—48". Ship. wt. 1 lb. 4 oz. \$4.25
- No. 415—36". Ship. wt. 1 lb. ...\$3.25
- No. 414—24". Ship. wt. 8 oz. ...\$2.00
- No. 420—16" square target face on lightweight paper stock.
Ship. wt. 6 oz. ...\$1.00 doz.

SKIRTED HEAVY TAG

- No. 491—48". Ship. wt. 1 lb. ...\$3.00
- No. 481—36". Ship. wt. 8 oz. ...\$2.00
- No. 471—24". Ship. wt. 2 oz. ...\$1.50

SKIRTED OIL CLOTH

- No. 413—48". Ship. wt. 1 lb. 6 oz. \$6.00
- No. 412—36". Ship. wt. 12 oz. ...\$4.50
- No. 411—24". Ship. wt. 6 oz. ...\$3.25



508 202
Robberson .35
Coast .18836
Pack 18.33%

No. 530 TARGET FACE PINS

Prevents unnecessary loss and damage to target faces . . . holds faces flat and firmly in place. Essential to all up-to-date target and field courses. Card of four. Ship. wt. 2 oz.\$.50



FULL COLOR ANIMAL TARGET FACES

Natural, lifelike, full color animal target faces printed on heavy tag stock . . . complete with scoring circles and aiming spots.



- No. 424—6" Squirrel Face. Ship. wt. 3 oz. ...\$.90 doz. *54 - 16.98%*
- No. 425—12" Bobcat Face. Ship. wt. 1 oz. ...\$.25 ea. *20 - 16.27%*
- No. 426—18" Fox Face. Ship. wt. 1 oz. ...\$.30 ea. ✓
- No. 427—24" Deer Face. Ship. wt. 3 oz. ...\$.50 ea. ✓
- No. 428—Complete set of 30 animal target faces. Ship. wt. 1 lb. ...\$6.50
- No. 431—18" Leopard Target Face on lightweight paper stock. (Same face as packed in juvenile archery sets.) Ship. wt. 1 oz. \$1.00

All target faces (except No. 420 and No. 431) regulation sizes and approved by N. A. A. and N. F. A. A.

No. 403 WOUND STRAW TARGET

1,470



Ideal for young archers. Target consists of durable wound straw inserted in 200 pound test corrugated carton with strong steel wire adjustable stand. Size 20" square by 4" thick. Uses replacement target face No. 420. Sold only in multiples of two. Ship. wt. 14 lb. 8 oz. \$3.25 ea.

No. 410 "DO-IT-YOURSELF" TARGET

1,488 709



A target fashioned from a heavy corrugated paper box equipped with a four-color target face. To use, simply fill with shredded paper or straw and secure with gummed tape. A durable, inexpensive target for juniors and beginners using lightweight bows. Minimum order 1/2 dozen. Ship. wt. 1 lb. 4 oz. ...\$1.00 ea.

Note: Prices on No. 403 and No. 410 targets do not include transportation charges . . . delivered prices of these items will be slightly higher.

2nd Figure Sales (Jan-June 1962)

3rd Figure Sales (Jan-June 1962)

Target Faces

** Cost will increase in 1965 \$5.3855

202
 55800 .23
 Cost .18836
 Profit 18.83%

Purchased	Jobber	Cost	Profit
472 56 doz 79	.25 doz	.17984	28.06%
473 910 ea 897	.05 ea	.03817	23.66%
474 544 ✓ 431	.07 ✓	.05166	17.63%
475 641 ✓ 577	.11 ✓	.07900	28.18%
476* 87 doz 77	1.58 doz	1.17799	25.45%
479 1,608 ea 867	.68 ea	.48195	29.13%
478 3,353 ✓ 2,453	.34 ✓	** .26018	23.48%
477 4,669 ✓ 3,138	.23 ✓	.17462	24.02%
421 1,373 ✓ 662	.11 ✓	.08412	23.53%
424 134 doz 142	.41 doz	.31548	23.05%
425 842 ea 1,115	.11 ea	.07507	31.75%
426 1,107 ✓ 870	.14 ✓	.11191	20.06%
427 1,634 ✓ 1,408	.23 ✓	.18765	18.41%
428 86 doz 101	2.93 doz	2.29080	21.81%
420 1,998 doz 1,817	.45 doz	.24573	45.39%

TARGET FACE PINS
 unnecessary loss and to target faces...
 Essential to all up target and field Card of four. Ship. \$50



Our Manufacture

416 299 ea 309	1.91 ea	1.17053	38.72%
415 186 ✓ 169	1.46 ✓	.78839	46.00%
414 44 ✓ 62	.90 ✓	.44049	51.06%
491 768 ✓ 476	1.35 ✓	1.05980	21.50%
481 1,650 ✓ 833	.90 ✓	.72094	19.90%
471 1,198 ✓ 828	.68 ✓	.49601	27.06%
413 2,546 ✓ 2,300	2.70 ✓	1.68994	37.41%
412 2,474 ✓ 2,095	2.03 ✓	1.20559	40.61%
411 1,737 ✓ 1,343	1.46 ✓	.74925	48.68%

\$.07 each
 \$.90 doz.
 \$.25 ea.
 \$.30 ea.
 \$.50 ea.

* 150 of these were purchased in lots of 50 this year - Discount of 50-10-10% - This was brought to Mr. Mc... before catalog went to print - Next will be ordered in lots of 100 - Discount of 50-10-25%

get faces.
 \$6.50
 lightweight
 packed in
 wt. 1 oz. \$1.00
 and No. 431)
 by N. A. A. and

BLACK AN

- On heavy
- No. 472
- No. 473
- No. 474
- No. 475
- No. 476

STANDARD

- Available square or ify when
- No. 419
- No. 418
- No. 417
- No. 421

SQUARE HE

- No. 416
- No. 415
- No. 414
- No. 420

SQUARE OIL

- No. 416
- No. 415
- No. 414
- No. 420

SKIRTED HE

- No. 491
- No. 481
- No. 471

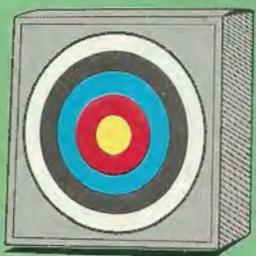
SKIRTED OIL

- No. 413
- No. 412
- No. 411

Ship. wt. 6 oz. \$3.25

N. F. A. A.

No. 403
 WOUND STRAW TARGET
 1,470



Ideal for young archers. Target consists of durable wound straw inserted in 200 pound test corrugated carton with strong steel wire adjustable stand. Size 20" square by 4" thick. Uses replacement target face No. 420. Sold only in multiples of two. Ship. wt. 14 lb. 8 oz. \$3.25 ea.

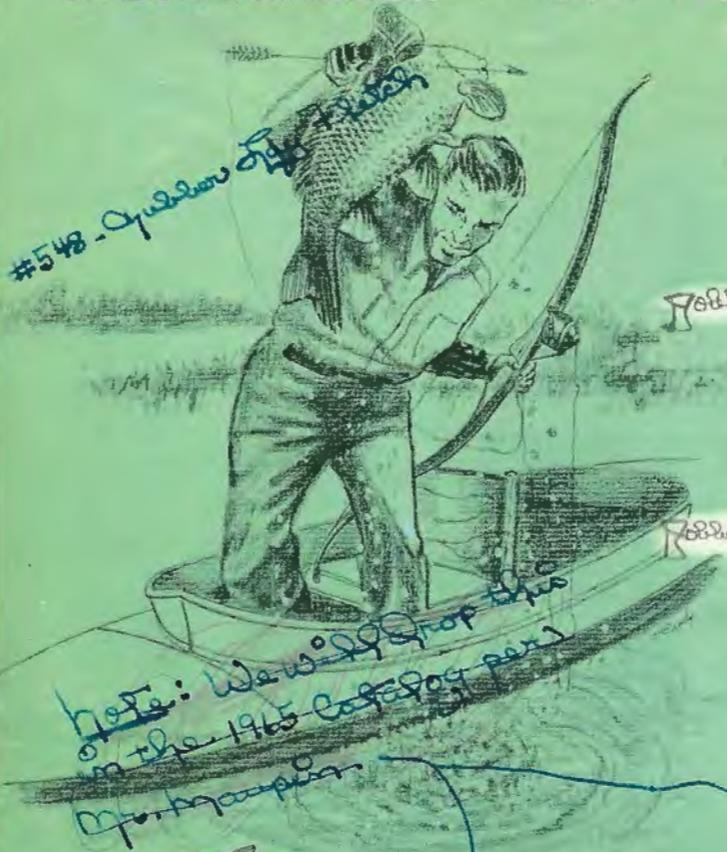
No. 410
 "DO-IT-YOURSELF" TARGET



A target fashioned from a heavy corrugated paper box equipped with a four-color target face. To use, simply fill with shredded paper or straw and secure with gummed tape. A durable, inexpensive target for juniors and beginners using lightweight bows. Minimum order 1/2 dozen. Ship. wt. 1 lb. 4 oz. \$1.00 ea.

Note: Prices on No. 403 and No. 410 targets do not include transportation charges... delivered prices of these items will be slightly higher.

BEN PEARSON Bow Fishing Equipment



No. 541 BOW FISHING KIT
 A complete kit with handy metal field case that includes a Zebco Model 89 reel with 90 ft. of 54 lb. test braided nylon line installed, mounting bracket, bow fishing instruction booklet plus an extra spool of 15 lb. test monofilament line to use in reel for conventional fishing. Ship. wt. 2 lbs. 4 oz. \$29.95

No. 542 BOW FISHING BRACKET
 An adjustable bracket made of anodized aluminum. Designed to fit all standard reels. Complete with non-stretchable fiberglass mounting tape. Ship. wt. 3/4 oz. \$2.95



Reel 13.48 - Cost 10.57937 - Profit 21.53%

Reel 1.33 - Cost 1.09001 - Profit 18.04%

Take figure - Sales (Jan - June) 1964
 Reel - ✓ (- ✓ 1963)



No. 784 DOUBLE-BARBED HARPOON POINT
 Designed for attaching line at point. Lower point unscrews for easy removal of fish. Ferrule fits 5/16" shafts. Ship. wt. 1 oz. \$1.50

No. 352 BOW FISHING SET
 Enjoy the exciting sport of bow fishing with this complete bow fishing set. Contains everything you need to take fish with bow and arrow. Available in 40, 45, 50, 55 lb. weights. Specify weight. Ship. wt. 3 lbs. 12 oz. \$21.95

Reel 1.68 - Cost .51714 - Profit 23.95%

Discontinued 1965

No. 184 FISHING ARROW 1699 1169
 A solid glass rod shaft that's practically indestructible. Fletched with rubber vanes, fitted with No. 784 Double-Barbed Harpoon Point. 5/16" diameter. 28" length. Ship. wt. 8 oz. \$3.95



No. 778 SWIVEL-BARBED HARPOON POINT
 Has retractable, swivel-action spring wire barb for easy removal of fish. Harpoon head designed for maximum depth penetration. Ferrule fits 5/16" shaft. Ship. wt. 1/2 oz. \$1.25

BOW REELS

No. 532 BOW REEL
 Extra large, center-shot, cylinder type bow reel. Fish arrow is shot directly through center of reel permitting easy play-out of line. Attach to bow with tape. Ship. wt. 4 oz. \$2.95

No. 699 BOW REEL
 Made of anodized aluminum. An efficient one-piece bow reel, equipped with spring wire line holder, easily attached to bow with tape... no screws necessary. Complete with 50 feet of 80 lb. test nylon line. Ship. wt. 4 oz. \$3.95

No. 694 BOW FISHING LINE
 25 yards braided nylon line, 70 lb. test. Ship. wt. 1 oz. \$1.25



Reel 1.33 - Cost 1.09742 - Profit 17.49%

No. 178 FISHING ARROW 1413 873
 A tough, durable, solid glass rod shaft fitted with the popular No. 778 Swivel-Barbed Harpoon Point and rubber vanes. 28" length. Ship. wt. 7 1/2 oz. \$3.50

No. 177 FISHING ARROW 1493 913
 An economy priced fishing arrow that features a solid glass rod shaft fitted with the No. 780 Single-Barbed One-Piece Point and rubber vanes. 28" length. Ship. wt. 7 1/2 oz. \$2.95



No. 780 SINGLE-BARBED HARPOON POINT
 An inexpensive harpoon point that's easy to use. Design allows line at point to pull free. Fits 5/16" shaft. Ship. wt. 1/2 oz. \$0.75



Reel 1.78 - Cost 1.19475 - Profit 32.91%

read: 2 1/2" and 1 1/2" - We purchase both.
 178



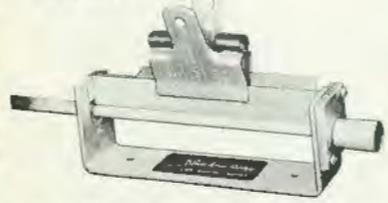
FEATHERS

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

- No. 650—Natural Barred. Ship. Wt. 1/2 oz. \$1.00 pack
- No. 651—Natural White. Ship. Wt. 1/2 oz. \$1.50 pack
- No. 652—Dyed White. Ship. Wt. 1/2 oz. \$1.50 pack
- No. 653—Dyed Barred. Ship. Wt. 1/2 oz. \$1.25 pack

No. 691 FLETCHING CEMENT

Waterproof, quick-drying . . . for attaching feathers and nocks to arrow shaft. Ship. Wt. 2 oz. \$.35 ea. (Available in 1/2 dozen pack only)



No. 521 ROLFE JR. ARROW FLETCHER

For rapid, precision fletching. Fletch any length feather, right or left wing, up to 6" . . . either straight or at a right or left spiral! Constructed of steel with handsome bright plate finish. Complete with instructions. Ship. wt. 1 lb. \$6.95



INDEX ARROW NOCKS

The most popular nock made! Raised edge enables location of cock feather to be determined by feel. Moulded plastic in red, white, blue, yellow and orange. Packed one dozen per blister pack. Ship. wt. 1/2 oz.

- No. 675—Sizes 1/4", 9/32" and 5/16". \$.50 doz.
- No. 676—Size 11/32". \$.50 doz.

**Kettbridge & Jordan Wood Archery Companies
Target bows 2.95 each — 21
Should change in 1965
will be dropped in 1965 per WAM*



No. 666 TAPERING TOOL

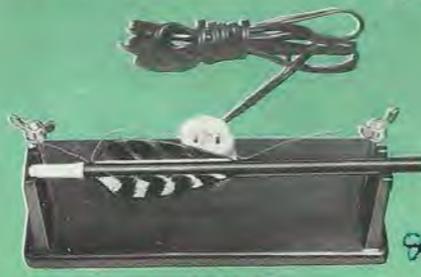
Made of plastic and uses regular injector-type razor blades. Complete set includes four bushings in sizes 1/4", 9/32", 5/16" and 11/32". Fits practically all point and shaft sizes. Ship wt. 6 oz.

\$3.50



No. 665 TAPERING TOOL

A complete tapering tool kit. Includes bushings to fit 1/4", 9/32", 5/16" and 11/32" shafts . . . all oversize to clear oversize or painted shafts. Simply insert shaft and rotate until tool stops cutting. Ship. wt. 2 oz. — **\$3.50**



No. 536 FEATHER TRIMMER

A practical, inexpensive burning rig for the home craftsman. Comes completely assembled ready to use. Unit does not have transformer. However, in place of transformer, any electric appliance such as iron, toaster, etc., may be plugged in the receptacle (shown on base) to reduce current to the burning wire. Ship. wt. 10 oz. **\$4.95**

This has been dropped from catalog on second printing 1/24/64

ARROW SHAFTS

No. 667—Select Port Orford Cedar Shafts—30" length. 9/32", 5/16" and 11/32" diameters. Specify size. (Same quality as our No. 200 arrow.) Ship. wt. 14 oz. \$2.00 doz.

No. 660—Matched Port Orford Cedar Shafts—30" length. Spined at 28". Closely matched in both spine and weight. Diameters: 9/32" (25-29, 30-34 lbs.), 5/16" (35-39, 40-44 lbs.) and 11/32" (45-49, 50-54 and 55-60 lbs.) (Same quality as our No. 207 arrow.) Specify bow weight. Ship. wt. 14 oz. \$4.50 doz.

No. 604—Micro-Flite Glass Target Shafts—Complete with nock insert adapters and insert target points installed. Available in weights 20 to 75 lbs. Specify length and bow weight. Ship. wt. 1 lb. \$24.00 doz.

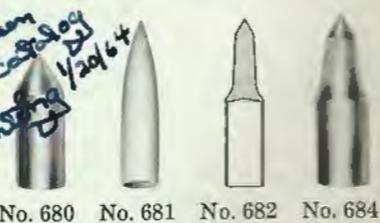
No. 605—Micro-Flite Glass Target Shafts—Full length. Weights 20 to 75 lbs. Spined at 28". With nock inserts and target points separate. Specify bow weight. Ship. wt. 1 lb. \$21.00 doz.

No. 606—Micro-Flite Glass Hunting Shafts—Complete with nock insert adapters and broadhead insert adapters installed. Available in weights 40 to 75 lbs. Specify length and bow weight. Ship. wt. 1 lb. \$24.00 doz.

No. 607—Micro-Flite Glass Hunting Shafts—Full length. Weights 40-75 lbs. Spined at 28". With nock inserts and broadhead adapters separate. Specify bow weight. Ship. wt. 1 lb. \$21.00 doz.

No. 601—Aluminum Target Shafts—Easton tubing cut to length with points installed. Available in all lengths and in weights 20 to 75 lbs. Specify length and bow weight. Ship. wt. 1 lb. \$24.00 doz.

No. 603—Aluminum Target Shafts—Easton tubing, full length with points separate. Weights 20 to 75 lbs. Spined at 28". Specify bow weight. Ship. wt. 1 lb. \$22.50 doz.



TARGET AND FIELD POINTS

- Packed one dozen per blister pack.
- No. 680—Parallel Target Point, 9/32" 5/16". Ship. wt. 1/2 oz. \$.30 doz.
- No. 681—Bullet Target Point, 5/16" only. Ship. wt. 1 oz. \$.45 doz.
- No. 682—Nonskid Target Point, 5/16" and 11/32". Ship. wt. 1 oz. \$.60 doz.
- No. 684—Field Point, tapered bore, 11/32". Ship. wt. 4 oz. \$1.00 doz.

*70 lbs - 11/32" shaft in 1965
1/32" shaft in 1965*

ACCESSORIES

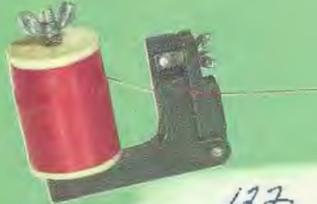
*Fuk figure - Sales (Jan. - June, 1964)
Red ✓ ✓ ✓ 1963*



277
No. 850 BOW CASE

Provides the ultimate in protection for your favorite bow. Fashioned from black-vinyl with double padded insulation and soft fleece lining. Equipped with heavy-duty zipper. Fits bows to 68" in length. Ship. wt. 3 lb. 4 oz. **\$9.95** (Longer length to fit bows to 6' in length . . . \$2.00 extra.)

Bobber 4.48 - Cost 2.49294 - Profit 44.35%



127 150
No. 528 BOW STRING SERVER

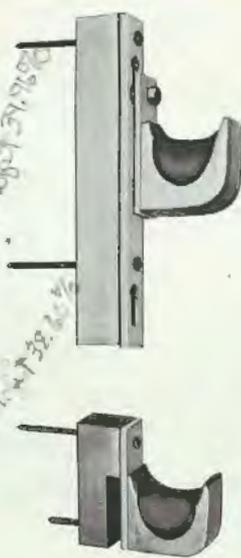
Keeps bow strings in top condition! Easy to use. Simple adjustments. Gives professional results every time. Comes complete with directions and large spool of heavy duty serving thread. Ship. wt. 4 oz. **\$2.95**

Bobber 1.33 - Cost 1.10225 - Profit 17.12%

*258 pr
12 oz*
No. 673 BRUSH BUTTONS

Dampens string noise . . . eliminates snagging on brush or twigs. Made of soft rubber. Easy to install. Ship. wt. 1/2 oz. Super size **\$.90** pr. Standard size **\$.80** pr.

Bobber .41 - Cost .35175 - Profit 32.25%

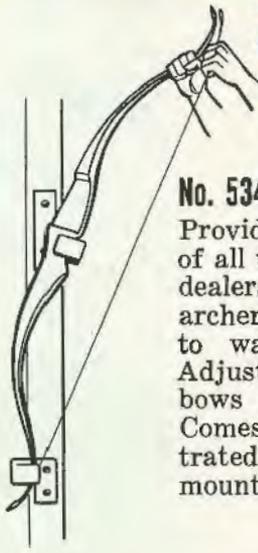


Bobber 3.6 - Cost 2.1614 - Profit 39.75%
Bobber 3.6 - Cost 2.1614 - Profit 39.75%

*Jo Bo discontinued
in 1965 per spec.
1087 dated 7/31/64*

104 130
No. 534 BOW STRINGER

Provides effortless stringing of all type bows . . . ideal for dealers, commercial ranges and archery clubs. Easily mounted to wall, door facings, etc. Adjustable to accommodate bows 54" to 68" in length. Comes complete with illustrated instructions, ready to mount. Ship. wt. 4 lb. 8 oz. **\$4.95**



**ATTRACTS ALL DEER
COUNTERACTS HUMAN ODOR**

National BUCK SCENT



No. 670 BUCK SCENT

Created especially for bow hunters. Attracts and holds game in area for days! Comes in unbreakable polyethylene bottle dispenser. Guaranteed. Ship. wt. 1 oz. **\$1.35**

*Bobber .61
Cost .38592 - Profit 36.73%*

No. 672 NOCKING POINTS

Reduces finger pinch and provides a smooth, accurate, hair-trigger release. Consists of lightweight nylon tubes that will not roll string, squash or deform on draw. Can be removed from worn string and used over and over. Ship. wt. 1/2 oz. **\$.95** pr. Display card of 12 pair . . . ship. wt. 2 oz. **\$11.00**



Bobber .43 - Cost .26826 - Profit 39.61%
Cost 4.95 - Profit 34.97%



1032 551
No. 692 BOW SIGHT

Adjustable for both height and windage. Made of lightweight flexible steel. Easily attached to bow with tape. Ship. wt. 1 oz. **\$2.25**

*Bobber 1.61 - Cost .58251
Profit 41.73%*



295 473
No. 693 BOW SIGHT

An inexpensive bow sight popular with beginners and young archers. Features a calibrated celluloid indicator, mounted on cork 7" long. Attaches on back of bow with tape. Ship. wt. 1/2 oz. **\$1.00**

*Bobber .45
Cost .31426
Profit 24.30.16%*



438 357
No. 527 BOW SIGHT

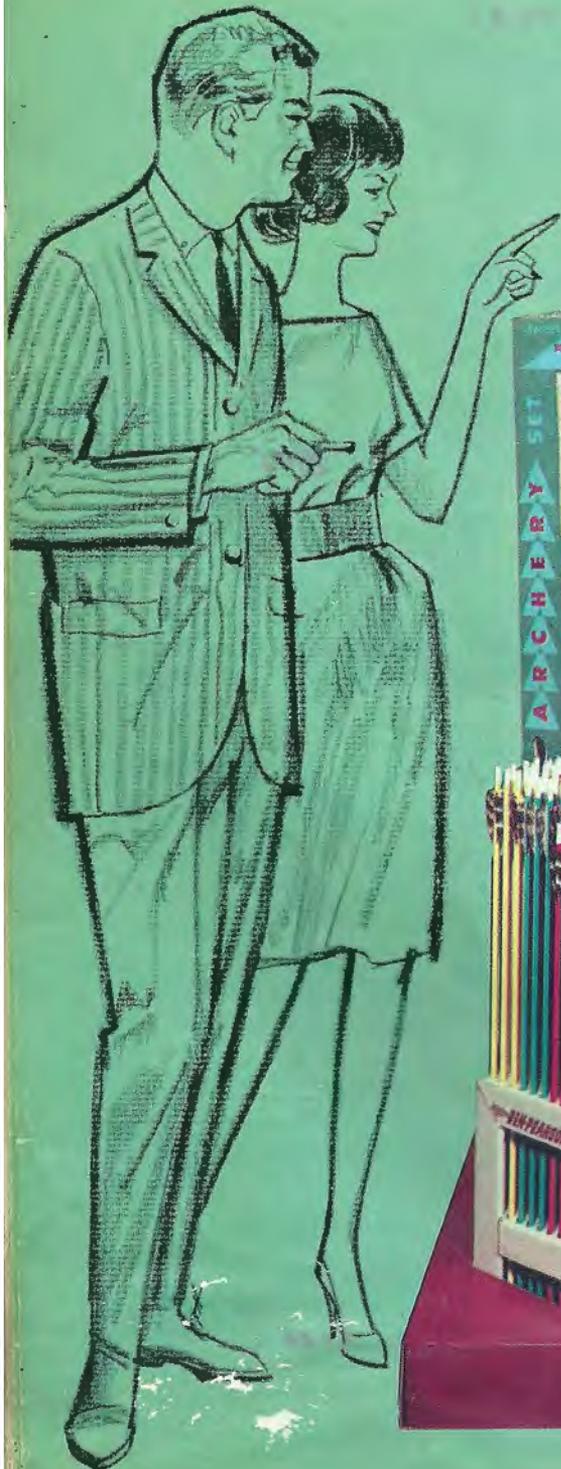
Fully adjustable for both range and windage with alternate ring and post apertures. Constructed of flexible, lightweight steel . . . easily attached to bow with tape. Packed in protective blister pack card. Ship. wt. 2 oz. **\$1.75**

*Bobber .79
Cost .73724
Profit 6.68%*

ARCHERY DISPLAY UNITS

DEALERS . . .

Here's the sure-fire way to cash in on the growing demand for Ben Pearson archery equipment! Two exciting, colorful Ben Pearson display units designed expressly for the progressive Ben Pearson dealer. Each is practically a complete junior archery department in itself . . . requiring only a minimum of floor space. And, there's no need to re-use the old display when it's empty. Because with each new order for the units, a fresh, new, easy-to-set-up displayer is included . . . **FREE!**



*Dealer Jan - June 1964
103
Dealer Jan - June 1963
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No. 75 DISPLAY UNIT

Consists of following:

	Retail Value
2 No. 440 Hickory sets, \$4.95 ea.	\$ 9.90
2 No. 441 Hickory sets, \$6.95 ea.	13.90
3 No. 341 Fiberglas sets, \$7.95 ea.	23.85
3 No. 343 Fiberglas sets, \$9.95 ea.	29.85
2 No. 346 Fiberglas sets, \$15.95 ea.	31.90
1 BX/72 No. 200 Arrows, \$.35 ea.	25.20
1 BX/72 No. 42 Arrows, \$.25 ea.	18.00
1 Displayer	N/C

TOTAL RETAIL VALUE \$152.60

Shipping weight 40 lbs.

NEW!

No. 77 DISPLAY UNIT

Consists of following:

	Retail Value
6 No. 340 Blister Pack sets, \$7.95 ea.	\$47.70
6 No. 342 Blister Pack sets, \$9.95 ea.	59.70
1 Gross No. 200 Arrows, \$.35 ea.	50.40
1 Gross No. 42 Arrows, \$.25 ea.	36.00
1 Displayer	N/C

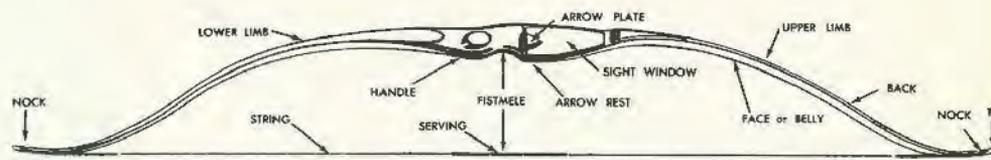
TOTAL RETAIL VALUE \$193.80

Shipping weight 50 lbs.

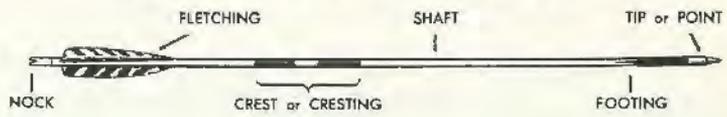
Archery's fun for Everyone



ENJOY ARCHERY AT ITS BEST with the right equipment for you...



Nomenclature of the Bow and Arrow



How to Choose the Correct Archery Equipment

For top performance, archery equipment should be chosen so it fits you. It is not a complicated procedure. Just follow the simple steps given here (or ask for help from your Ben Pearson dealer.)

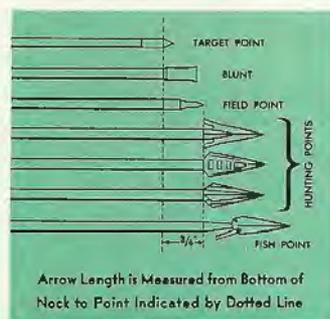
Arrow Length

First determine the correct arrow length for your length of draw. To do this, place a yardstick in the center of your chest and extend hands forward, with palms inward, as shown. Where fingertips touch the yardstick indicates your correct arrow length.

If fractions occur in this measurement, choose the nearest whole number. (If your measurement indicates exactly $\frac{1}{2}$ ", you should choose the next smallest whole number.)

Note: Custom arrows are available in any fractional length desired.

Arrows are measured by the factory depending on the type of arrow. Arrows are not necessarily measured from the nock to the tip of the point. In other words, a 28" hunting arrow will actually be somewhat longer than a 28" target arrow due to the allowance which must be made for the hunting point. However, you have only one arrow length (as determined by the yardstick method) and all allowances for the different types of arrows are made at the factory. (See diagram.)



Bow Weight

Do not "over bow" yourself. Choose a bow with the proper weight for you! Archery is a test of skill—not of strength. Most men will need a target bow of from 35 to 45 pounds draw weight. Women will average from 20 to 30 pounds for target bows. Hunting bows should be about 10 pounds heavier, depending on the individual.

Bows for boys and girls will be correspondingly lighter, depending on age and muscular development. Beginning archers develop skill more rapidly by starting with a comparatively light bow and moving up to heavier bows as muscles are developed and proficiency is acquired. Bow weight is determined by the number of pounds pressure necessary to draw the bow to full draw. Most Ben Pearson bows are weighed and measured at 28" draw, some at 26". When weighed at 26", this information is so stated in the bow description.

For those whose full draw should be less or greater than the draw measurement of the bow, actual draw weight may be determined by figuring approximately two pounds per inch for each inch above or below draw measurement. For example: Should you use a 24" arrow on a bow that had been weighed at 28" and the bow weighed 48 pounds—you would actually only be drawing approximately 40 pounds. A 29" arrow used on the same bow would draw 50 pounds, etc.

Arrow Weight and Spine

For best results, arrows should have the proper spine or stiffness to match the weight of the bow. More flexible arrows are for lighter bows, stiffer arrows for heavier bows. Arrow weight matching is necessary for consistent accuracy, shot after shot.

How to Order Archery Equipment

The bows, arrows and accessories described in this catalog are available at most sporting goods stores wherever quality equipment is sold. If you cannot locate a Ben Pearson dealer in your locality, please order direct.

When Ordering Bows

Specify catalog number, length and weight desired. All Ben Pearson bows have individual catalog numbers for each bow length. However, by stating both catalog number and length it is possible to double-check your order to avoid errors.

When Ordering Arrows

Specify catalog numbers, length and bow weight.

When Ordering Leather Goods or Accessories

Always state the catalog number of the item desired, and size (when necessary).

Conditions

All prices listed in the catalog are suggested retail prices and allowances have not been made for mailing or shipping costs. All shipments will be invoiced at prices in effect at time shipment is made. **PRICES SUBJECT TO CHANGE WITHOUT NOTICE.** C.O.D. orders will require a deposit of 25% with order. Please give shipping instructions with every order, otherwise, we will ship cheapest way.

Ben Pearson Guarantee

The archery equipment shown in this catalog is described in modest terms. You may expect every item to exceed, in actual performance, everything that we say about it. Ben Pearson archery equipment is hereby guaranteed to be, dollar for dollar, the finest tackle that archers in any country or any age have enjoyed. All items are guaranteed NOT to be defective in either workmanship or materials. Should any item be found to be defective of either workmanship or materials, contact Ben Pearson, Inc., by card or letter explaining the condition of the defective item. Should the condition of an item be such that it warrants an examination, it will be requested that the merchandise be returned immediately to the factory for our inspection. If found defective, proper adjustments or replacement shall be made. All Ben Pearson tackle is made by workmen who enjoy their craft and take pride in the quality of the tackle they produce. Each of our products is designed to meet the standard to which it is made, and we believe Ben Pearson standards are the highest.

Ben Pearson, Inc., reserves the right to alter and improve specifications of any item described herein at any time. All shipments are made f.o.b. Pine Bluff, Arkansas, and invoiced at prices in effect at time of shipment.

Sales Jan-June 1963
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SALESMASTER

No. 70 DISPLAY UNIT

For Ben Pearson dealers. A complete archery department stocked with Ben Pearson's most popular, best selling items! An entire assortment of fast moving Ben Pearson equipment unit packed with the dynamic Salesmaster displayer . . . a compact merchandising unit constructed of lightweight, tubular aluminum that requires a minimum of floor space and allows each item to be attractively displayed and easily reached by the customer. Comes knocked-down packaged flat . . . easily assembled in minutes.

See net price list for contents.

TOTAL RETAIL VALUE \$540.65

Salesmaster Display Rack 22.50

Shipping weight 125 lbs.

Note: To order the Salesmaster Display Rack only (less merchandise) order by No. 72 . . . Dealer Net Cost \$22.50

Shipping weight 23 lbs.



INCORPORATED
Pine Bluff, Arkansas