

*1969
Pearson
Power
Archery
Tackle*

BEN PEARSON CATALOG NO. 41

Take more trophies this year with Pearson Power archery tackle

If you're today's *bow hunter*, you know exactly what you want. When you're stalking a trophy buck or bighorn, you want the tackle that gets a *hit* instead of a miss. You want *Pearson Power*. In this catalog are *ten* Pearson Power hunting bows...and the game they're taking. In these bows are power and accuracy capabilities that can't be matched. ● You're a *target archer*? Here are Pearson Power tournament bows that are taking trophies in international, national, sectional and local championships. One could even help you win a gold medal at the 1972 Olympics. ● You're a *beginner*? Double your enjoyment of this exciting sport. Start right, with Pearson Power tackle that gets you more bull's-eyes per round. ● See your archery dealer for Pearson Power equipment...field tested by advisory staffs of 25 well known bow hunting and tournament champions...and backed by 41 years of Ben Pearson know-how. You can't miss with Ben Pearson archery tackle.



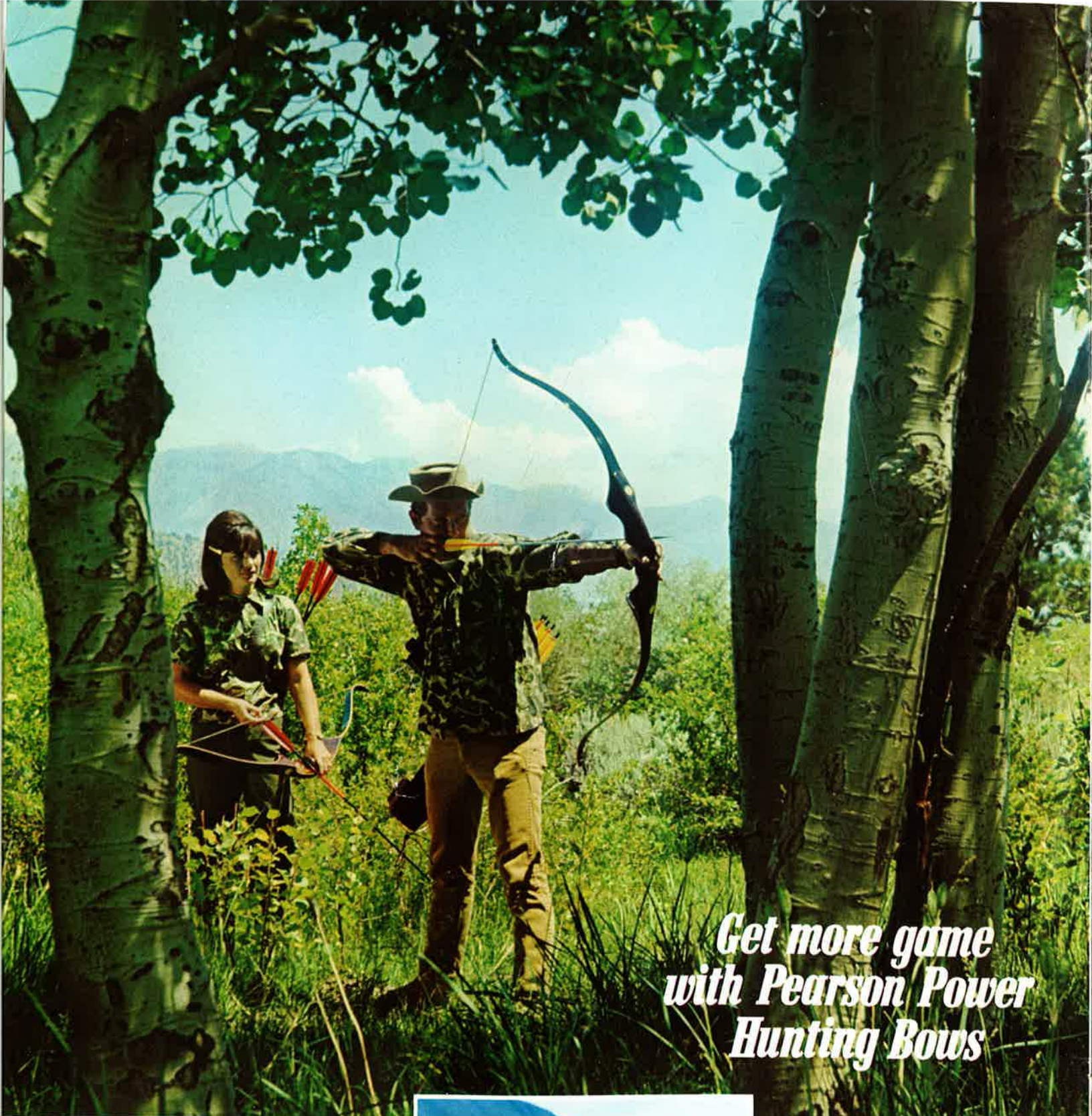
A product of The Leisure Group, Inc.
Pine Bluff Operations, 2912 West Second Street,
Pine Bluff, Arkansas 71601. Phone (501) 534-6411

AMO Member
Archery Manufacturers Organization

INDEX (Alphabetical)	PAGE
ACCESSORIES.....	34-45
ADVISORY STAFF, Hunting.....	11
ADVISORY STAFF, Tournament.....	19
ARCHERY Clubs.....	46
ARCHERY Nomenclature.....	47
ARMGUARDS.....	37
ARROWS, Bulk pack.....	29
ARROWS, Field.....	26-27
ARROWS, Fishing.....	13
ARROWS, Hunting.....	24-25
ARROWS, Target.....	28-29
ARROW Making-kit.....	29
ARROW Nocks.....	41
ARROW Points.....	42
ARROW Rests.....	45
ARROW Shafts.....	41
BOOKLETS, Bow Fishing.....	46
BOOKLETS, Hunting.....	46
BOOKLETS, Instruction.....	46
BOOKLETS, Schools and Camps.....	46
BOWS, Fiberglass.....	22-23
BOWS, Fishing.....	13
BOWS, Hunting.....	5-10, 20
BOWS, Popularity.....	20-21
BOWS, Take-down.....	7
BOWS, Tournament.....	15-18
BOW CASES.....	35-36
BRUSH BUTTONS.....	44
BUCK SCENT.....	44
CAMOUFLAGE BOWS.....	5-10, 20
CAMOUFLAGE SLEEVES.....	44
CONDITIONS OF SALE.....	47
CEMENT.....	41
CLICKER.....	44
EQUIPMENT CHARTS.....	46
FANNY PACK.....	34
FEATHER Trimmer.....	41
FISHING Arrows.....	13
FISHING Line.....	13
FISHING Points.....	13
FISHING Reel.....	13
FLETCHER.....	41
GLOVES.....	36
GUARANTEE.....	47
KISSER BUTTON.....	45
LEVELS.....	45
MOVIES.....	46
ORDERING, How to.....	47
PEEP SIGHT.....	45
POWDER POUCH.....	44
QUIVERS.....	34-35
RESTS.....	45
SADDLE.....	44
SETS, Fiberglass.....	32-33
SETS, Laminated.....	30-31
SIGHTS.....	43
SILENCERS.....	44
STABILIZERS.....	41
STRINGS.....	40
STRING SERVER.....	41
STRINGER.....	44
TABS.....	36-37
TACKLE BOX.....	45
TAPERING TOOL KIT.....	41
TARGETS.....	38-39
TARGET Covers.....	39
TARGET Faces.....	38
TARGET Face Pins.....	39
TARGET Stands.....	39
TIP PROTECTORS.....	45



Get more game; go with a PEARSON POWER bow. Great hunting trips start from well known places like Roeser's Pack Outfit, Mammoth Lakes, California, where trails lead into the fabulous "High Sierra" mountain hunting and fishing country.



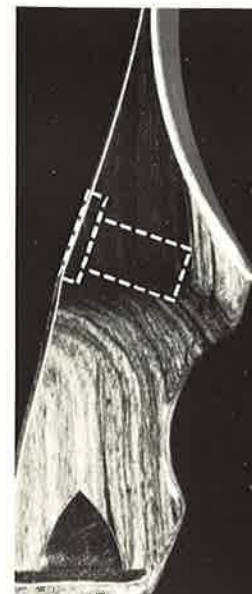
*Get more game
with Pearson Power
Hunting Bows*

Record class Alaska-Yukon moose taken by Jim Dougherty September 14, 1968, with the MERCURY HUNTER at 50 yards. Antler spread 66". Estimated weight 1500 pounds.



The Mercury Hunter

Velvety smooth PEARSON POWER of the MERCURY HUNTER is made possible by sealed mercury capsules built into the upper and lower handle sections. Upon string release, 800 grains of pure mercury explode inside each capsule, absorbing recoil and vibration before it can reach your hand. This greatly reduces muscle fatigue, and you can continue getting off good shots, even after a long day of hunting.



NEW →

→
MERCURY
CUSHIONED
POWER HERE

Only an experienced hunter, who has shot big game with the MERCURY HUNTER, can describe this bow's advantages in words other hunters can appreciate. "It casts heavy arrows with the performance characteristics of a tournament bow." This means that it has explosive power, hurls an arrow with high velocity, flat trajectory, requires a shorter "lead" when shooting at a moving target, and delivers the arrow with accuracy, forceful impact and penetration at long yardage. "It has great stability...shooting the MERCURY is smooth and untiring." This is due to the exclusive MERCURY design, with patented shock-absorber capsules of pure mercury built into the handle-riser. It has the beauty and finish of a fine big-game rifle, hand made from East India rosewood. And the price includes a handsome carrying case. If you are a hunter, step up to a MERCURY.

NO. 7346 MERCURY HUNTER, \$130.00

Length: 60"
Draw weights at 28": 40 to 65 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.

Arrow shelf: Beveled edged.
Quiet carpet arrow rest.

Specify draw weight, and right or left hand. Can be ordered camouflage-painted for \$5 extra.

Sight window: Center shot, length: 5".
Limbs: Full working recurve, brown Pearsonite fiberglass, double reinforced tips.
Case: Tan vinyl, double padded insulation, soft flannel lining, inside pocket, heavy duty zipper.
String: Custom Dacron, pre-stretched, pre-waxed.
Shipping weight: 5½ lbs.

→
MERCURY
CUSHIONED
POWER HERE



ORDER NO. 7346



The BP-H30 is a powerful weapon in the hands of Doug Kittredge, well known bow hunter, editor, and sporting goods dealer at Mammoth Lakes, California.

The BP-H30 Pearson Power Hunting Bow

Many Ben Pearson archery dealers call this "the converter" because it has quickly become popular with gun hunters who are taking up the new challenge of bow hunting. Hunters discover a completely new kind of hunting thrill, because the BP-H30 is not only fast, powerful, streamlined and easy to handle, but in 55 to 65 pound draw weights it is capable of taking any game on the North American Continent. In lighter weights it is great for small game and varmint hunting. If you're an experienced gun hunter, and want to try bow hunting, this model is a good selection.

NO. 7348...BP-H30 HUNTING BOW, \$80.00

Length: 60"
 Draw weights at 28": 40 to 65 lbs.
 Draw limit: None
 Recommended draw for perfect performance: 26" to 30"
 String (brace) height: 7 1/2" to 8 1/4"
 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 5 1/2"
 Limbs: Full working recurve. Black Pearsonite Fiberglass. Double reinforced tips.
 String: Custom Dacron, pre-stretched, pre-waxed.
 Shipping weight: 4 lbs.

Specify draw weight, and right or left hand. Can be ordered camouflage-painted for \$5 extra.



NEW

ORDER NO. 7348



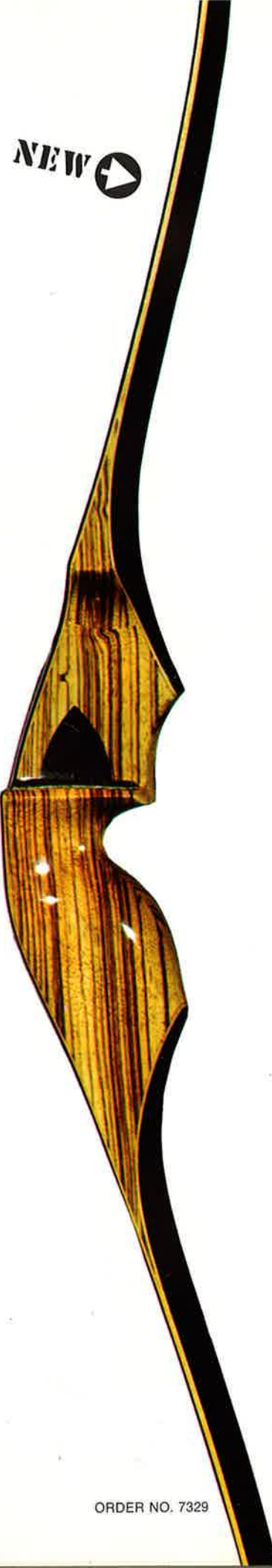
The New Two-Fisted Take-Down Bow

Called *The Signature*, this Pearson Power bow goes everywhere...in a 31 inch case. It's the one bow you can pack easily by airline, saddle, trail bike or small car trunk. On foot you can carry it in your quiver without the case. When nearing the game you quickly lock the precision-fitted metal knuckles together with a tapered pin...producing a 58" hunting bow with the strength, smooth power and stability of any one-piece bow. A Texas gun and bow hunter, shooting *The Signature* for the first time, wrote us, "I was amazed at my improved accuracy."
NO. 7331 SIGNATURE TD, \$85.00 (INCLUDES CASE)

Length: 58"
 Draw weights at 28": 40 to 65 lbs.
 Recommended draw for perfect performance: 26" to 30".
 String (brace) height: 7 1/4" 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. Double reinforced overlay tips.
 Sight Window: Center Shot. Length 4 1/4".
 Carrying Case: Black Vinyl. Heavy duty zipper. Mole-soft protective lining. Inside pocket for string and accessories.
 String: Custom Dacron, pre-stretched, pre-waxed.
 Shipping weight with case: 4 1/2 lbs.
 Specify draw weight, and left or right hand.
 Can be ordered camouflage-painted for \$5 extra.



ORDER NO. 7331



NEW 



New BP-H52 Hunting Bow

For agile hunters. 52" of concentrated Pearson Power wallop designed for "maneuverability." This means climbing trees, crouching in a blind, or trailing through dense thickets ... with a bow that has the *long-range striking power* of longer bows. It's a distinctive looking weapon, too, with handle made of exotic zebra wood, clean laminated overlay, and jet black limbs with double reinforced tips.

NO. 7329 BP-H52 HUNTING BOW, \$65.00

Length: 52".
 Draw weights at 28": 40 to 65 lbs.
 Recommended draw for perfect performance: 26" to 30".
 String (brace) height: 7½" to 8¼".
 Handle: Hand finished imported Zebra wood, Pistol grip.
 Limbs: Full working recurve.
 Black Pearsonite fiberglass, Double reinforced tips.
 Sight window: Center shot, Length 4".
 String: Custom Dacron, pre-stretched, pre-waxed.
 Shipping weight: 3½ lbs.
 Specify bow weight, and right or left hand.
 Can be ordered camouflage-painted for \$5 extra.



ORDER NO. 7329



NEW 

NEW 



BP-H70 Hunting Bow

If you're the type that enjoys outdoor life, but you're not a hunter, take a BP-H70 on your next trip and see how much fun you'll have. Even shooting at paper targets will give you bow hunting fever. Then when you're ready to go after game, you're prepared with this efficient Pearson Power bow.

NO. 7359...BP-H70 BOW, \$55.00

Length: 58"
 Draw weights at 28": 40 to 65 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.
 Arrow Shelf: Beveled edge.
 Quiet carpet rest.
 Sight window: Center shot, Length 4¾".
 Limbs: Full working recurved, Brown Pearsonite fiberglass.
 Double reinforced tips.
 String: Custom Dacron, pre-stretched, pre-waxed.
 Shipping weight: 3 lbs.

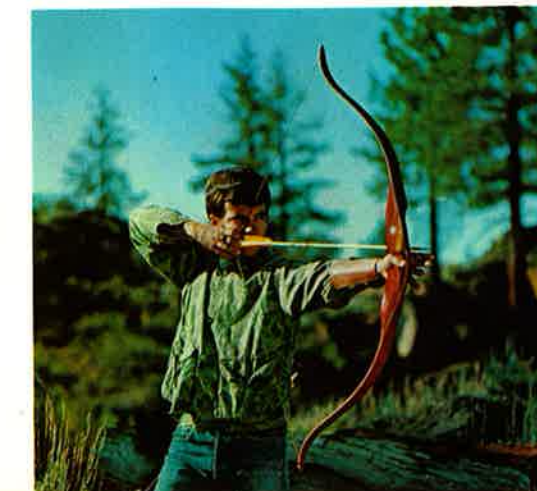
BP-H90 Hunting Bow

This is a good companion bow with the BP-H70, and the two make an ideal "his and hers" or father-and-son combination. 40 to 45 pound draw weights are recommended for women and teenagers interested in hunting and target practice. It also is available in weights up to 65 pounds for heavy duty bow hunting, and we mean big game such as deer and antelope.

NO. 7388...BP-H90 BOW, \$45.00

Length: 58"
 Draw weights at 28": 40 to 65 lbs.
 Draw limit: None
 Recommended draw for perfect performance: 26" to 30"
 String (brace) height: 7½" to 8½"
 Handle: Hand finished, Bubinga with contrasting laminates.
 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 draw weight, and right or left hand. See ordering instructions, page 47.)
 Can be ordered camouflage-painted for \$5 extra.



ORDER NO. 7359

ORDER NO. 7388



The Deerslayer

Many of the Pearson Power features of the higher priced Ben Pearson bows are built into the Deerslayer, for the hunter who wants an efficient and effective bow, in the low price range. But regardless of its attractive price tag, this bow is well named...it takes deer, puma, goat, or boar, as well as smaller game.

NO. 7300 DEERSLAYER HUNTING BOW, \$40.00

Length: 58".
 Draw weights at 28": 40 to 65 lbs.
 Draw limit: None.
 Recommended draw for perfect performance: 26" to 30".
 String (brace) height: 7½" to 8½".
 Handle: Hand finished, imported Bubinga.
 Limbs: Full working recurve.
 Brown Pearsonite fiberglass.
 Sight window: Center shot. Length 4¾".
 String: Custom Dacron, pre-stretched, pre-waxed.
 Shipping weight: 3 lbs.

Specify draw weight, and right or left hand. Can be ordered camouflage-painted for \$5 extra.

The Bronco

Designed like Dad's Deerslayer, the Bronco is scaled down in size for boys and girls about 8 to 14 years old. The handle is carefully shaped for smaller hands. Draw weights are 20 to 35 pounds, so that a youngster can string his bow, shoot at targets, learn archery the right way. He can be included in the family fun, and even go hunting with Dad.

NO. 7010 BRONCO BOW, \$24.00

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.



NEW

ORDER NO. 7300

ORDER NO. 7010



Len Cardinale,
Belleville, New Jersey



Jim Dougherty,
Los Angeles, California



Darrall Imhoff,
Philadelphia, Pennsylvania



George Kili,
Bakersfield, California



Douglas Kittredge,
Mammoth Lakes, California



John Lamiccq, Jr.,
Debeque, Colorado



Danny Lloyd,
Columbus, Ohio



Donald McIntosh,
Billings, Montana



L. J. "Mac" Mackool,
Little Rock, Arkansas



George Wright,
La Crescenta, California

The Ben Pearson Bow Hunting Advisory Staff

They come from all walks of life and all parts of the country, but these men have many admirable things in common. Each is an accomplished archer, with a great appreciation of the thrills and rewards of bow hunting. Each is conservation minded, with a wealth of knowledge and respect for our wildlife and natural resources. They're all dedicated to the promotion of archery activities, and are eminently qualified to serve as advisors to Ben Pearson in the hunt-testing and development of Pearson Power archery tackle.

LEN CARDINALE, a leader of east coast bow hunters, with over twenty years' experience, operates his own pro shop "Butts & Bows," and is a PAA Certified Instructor. He has taken record class big game with bow and arrow.

JIM DOUGHERTY, Director of the Advisory Staff and Manager of Ben Pearson Hunting Promotions, is one of the nation's leading archers, with an enviable collection of awards and trophies. He is a regular member of the Pope & Young Club, CBH and SAA Big Game Club, and Associate Editor of Bow & Arrow Magazine.

DARRALL IMHOFF is famous as an All American, and pro basketball star with the Philadelphia 76ers. He also majored in Forestry, is a lifetime outdoorsman and skilled bow hunter. His 34" draw is greatly respected as a rigorous torture test of prototype models in the development of Ben Pearson tackle.

GEORGE KILI is a true woodsman with vast hunting experience and long list of big game trophies including several record class specimens. He is a regular member of the Pope & Young Club, CBH and SAA Big Game Club.

DOUG KITTREDGE, one of the best known archers, is president of one of the world's largest retail archery firms, Kittredge Archery Company. He serves as Hunting Editor of Bow & Arrow Magazine. His long list of archery accomplishments and sound technical experience are valuable to the Ben Pearson Advisory Staff program.

JOHN LAMICQ, JR. is the archer's archer. Those who go to his bow hunting camp in Colorado take some of the top mule deer trophies each year. John is an expert guide, fine shot, has won many tournaments and taken deer and other game that score high.

DANNY LLOYD has done so much to promote bow hunting with sportsmen's groups and conservation agencies that he has been appointed a Ben Pearson Sales Representative. Ten years of enthusiastic dedication to the sport have taken him hunting all over the Western U.S. and into the jungles of Mexico.

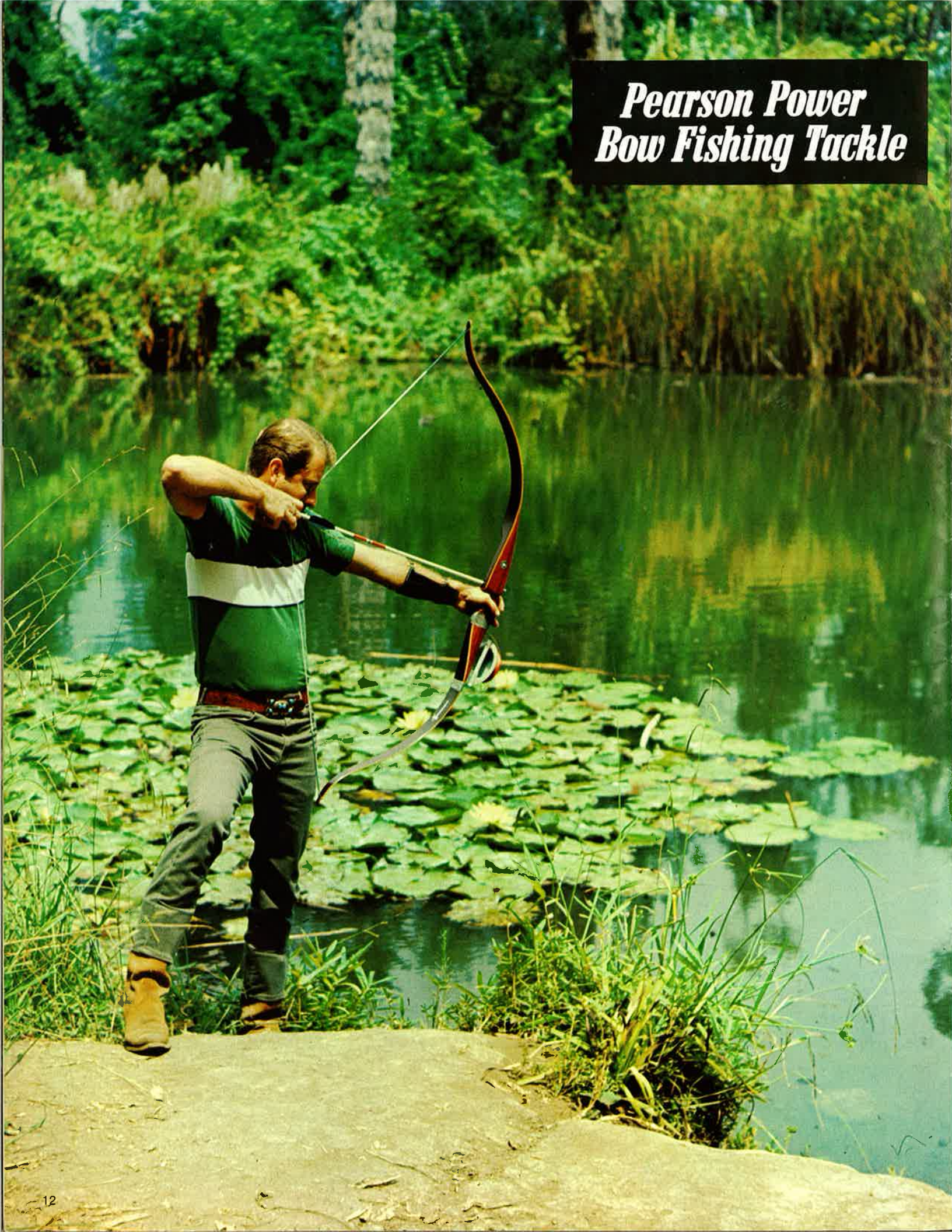
DONALD MCINTOSH, biologist and wildlife expert, has been an avid bow hunter ever since he hit a flying duck at the age of thirteen. His broad experience in wildlife and archery have taken him big game hunting and studying throughout the United States.

"MAC" MACKOOL, often called "Mr. Bowhunter" in the South, is one of the nation's most successful archers, with a long list of trophy game. His dedication to the sport has won him many honors. He is a PAA member, and a Ben Pearson Sales Representative.

GEORGE WRIGHT is one of the country's finest bow hunters, with fifteen years' archery experience. His skill as a deer hunter, and his interest in promoting archery and bow hunting have made valuable contributions to the sport and brought him a wide reputation. He is one of the best game callers, in which he holds several titles.



Pearson Power Bow Fishing Tackle



There's no more challenging fresh or salt water sport than shooting fish such as carp, gar or shark with a Pearson Power bow. Usually you can go bow fishing in spring or summer when most game is out of season. It's a good way to keep in practice and satisfy your hunting instinct. All you need are heavy barbed arrows, a simple spinner type reel taped on your bow (bow should be 30 lbs. or more), and strong line. Your dealer has an instruction folder by Ben Pearson with useful suggestions about equipment and how to get the fish.



Swivel Barbed Arrow

Durable solid glass rod shaft fitted with popular No. 9880 Swivel-Barbed Harpoon Point and rubber vanes. 28" length. Deluxe crested. Shipping weight 7½ oz.

No. 2780.....\$3.50



Economy Glass Arrow

Solid glass rod shaft fitted with double-barbed harpoon point. Line attaches at point, lower point unscrews. Deluxe crested. 28" length. Shipping weight 7½ oz.

No. 2770.....\$2.95



Swivel Barbed Point

Its harpoon head hits with maximum penetration. Retractable, swivel-action barb allows easy removal of the arrow from the fish. Shipping weight ½ oz.

No. 9880 - 5/16"....\$1.25



Economy Double-Barbed Point

Line attaches to lower section of point which unscrews from harpoon head. Shipping weight ½ oz.

No. 9830 - 11/32"....\$.75

No. 9870 - 5/16"....\$.75

Bow Reel
Efficient one-piece reel equipped with spring wire line holder. Easily attached to bow with tape. Complete with 50 feet of 80 lbs. test nylon line. Shipping weight 4 oz.
No. 9990.....\$3.95

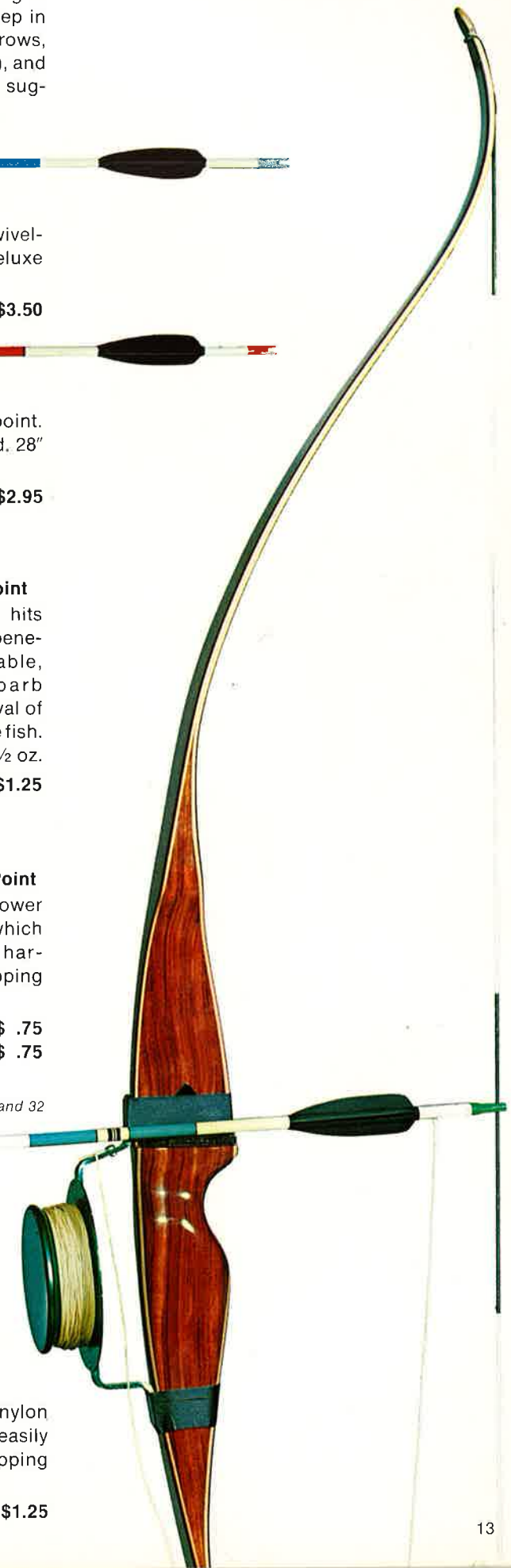
See Special Bow Fishing Sets, Pages 30 and 32



Bow Fishing Line

25 yards of braided nylon line, 75 lbs. test. Spins easily off the bow reel. Shipping weight 1 oz.

No. 9980.....\$1.25



Win more trophies with Pearson Power Tournament Bows



The Lord Mercury

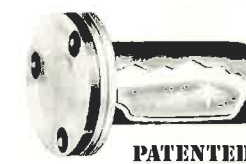
With this bow, Ben Pearson advisory staff members alone have won 27 championships...national, international, indoor, outdoor, target and field tournaments. Ask one pro what there is about the LORD MERCURY that does it, and he'll say "stability." Another says, "power...casts arrows smoothly, accurately." These capabilities are built into the Lord Mercury, with integral stabilizing balance-points, 8" center shot sight window, and scientifically designed laminated limbs. But what puts the Lord Mercury one step above any other bow, are the two patented *Mercury Cushioned Power* recoil and torque absorbers built into the handle riser. The optional Mercury stabilizer rod can add still more points to your score. (See page 41.) It was with the LORD MERCURY that Stan Warner won the NFAA Championship, and Ed Rohde shot a record *perfect 560 animal round*.

NO. 7176 LORD MERCURY, 66" LENGTH, INCLUDING CASE \$195.00
NO. 7177 LORD MERCURY, 70" LENGTH, INCLUDING CASE \$195.00

Length: No. 7176—66", No. 7177—70".
 Draw weights at 28": 25 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 capsules.
 Arrow Shelf: Bi-radial beveled edge.
 Arrow Rest: Built-in, adjustable.
 Limbs: Full working recurve. White Pearsonite fiberglass. Double 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.
 Shipping weight, including case: 66"—8½ lbs., 70"—9 lbs.
 (Specify draw weight, and right or left hand. See ordering instructions page 47.)



Velvety smooth shooting is achieved by sealed Mercury "CUSHIONED POWER" capsules built into upper and lower handle sections. Upon string release, 800 grains of mercury explode inside each capsule, absorbing recoil and torque. This helps to correct inconsistencies in even the best archer's bow hand pressure and release. A similar Mercury Capsule on the tip of the optional stabilizer rod, gives the archer additional advantage, and more score points, by reducing "lefts" and "rights," "highs" and "lows."



PATENTED



NEW



MERCURY CUSHIONED POWER HERE

MERCURY CUSHIONED POWER HERE



ORDER NO. 7176—66"
 ORDER NO. 7177—70"



NEW 

Lord Sovereign

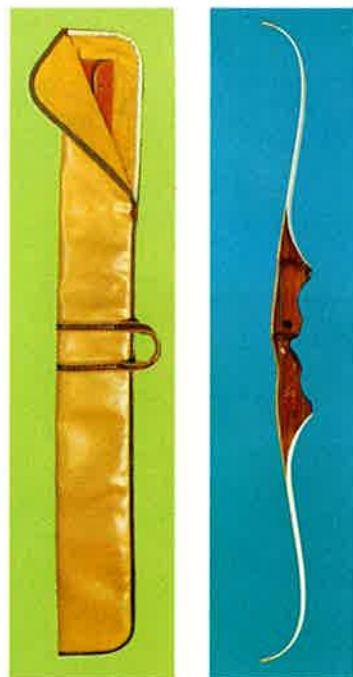
Ben Pearson bow designers have developed the LORD SOVEREIGN on the same basic power principle as the LORD MERCURY (page 15)... but specifically for the tournament archers who find that they can get higher scores *longer* with a little less weight in the bow handle. Their reason is that after shooting about fifty arrows, there is less muscle fatigue in the bow arm to interfere with their accuracy. The LORD SOVEREIGN has the famous built-in Pearson Power and stability. It is tapped for the Mercury Stabilizer rod (page 41). You will find that it gives you even more control over bow torque, and results in more bull's-eyes. The LORD SOVEREIGN is available in two lengths, for men and women of different heights.

NO. 7178 LORD SOVEREIGN, 66" LENGTH, INCLUDING CASE, \$125.00

NO. 7179 LORD SOVEREIGN, 70" LENGTH, INCLUDING CASE, \$125.00



Length: No. 7178—66", No. 7179—70".
 Draw weights at 28": 25 to 45 lbs.
 Draw limit: None.
 Recommended draw for perfect performance: 24" to 31".
 String (brace) height: 8" to 8¾".
 Handle: Hand finished East India rosewood with contrasting laminates.
 Arrow Shelf: Bi-radial, beveled edge.
 Arrow rest: Built-in, adjustable.
 Limbs: Full working recurve. White Pearsonite fiberglass.
 Double reinforced end tips.
 Sight window: Center shot. Length 8". Handle points squared off so you can attach sight bar on face or back.
 String: Custom Dacron pre-stretched, pre-waxed.
 Mercury Stabilizer: Optional extra. Handle tapped.
 Bow Case: Double padded vinyl with soft flannel lining. Inside sight pocket.
 Shipping weight: 66"— 8 lbs., 70"— 8½ lbs.
 (Specify draw weight, and left or right hand. See ordering instructions, page 47.)



ORDER NO. 7178—66"

ORDER NO. 7179—70"



ORDER NO. 7180



ORDER NO. 7060

The Pinto

We call it the "Pinto" but it is a bow with *Pearson Power plus a fierce tiger look* that attracts more attention than any other bow in the tournament. While the original purpose of alternating black dyed elm with six laminates of white hardwood was to create a handle of great strength, the design also resulted in a unique appearance. In addition to built-in stability and accuracy, the Pinto is tapped for the Mercury stabilizer rod (page 41). Many archers find that this adds even more points to their score.

NO. 7180 PINTO, \$90.00

Length: 66".
 Draw weights at 28": 25 to 45 lbs.
 Recommended draw for perfect performance: 24" to 31".
 String (brace) height: 7½" to 8¼".
 Handle: Dyed elm and white hardwood laminated. Full pistol grip.
 Limbs: Full working recurve. White Pearsonite fiberglass.
 Double-reinforced tips.
 Sight window: Center shot. Length 6¾".
 Arrow 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.
 Shipping weight: 4 lbs.
 (Specify draw weight, and right or left hand. See ordering instructions, page 47.)



The Javelina

Tournament accuracy, plus distinctive appearance, at a budget price. Black "spider" escutcheon-rolls on its warm brown imported Bubinga handle riser make the JAVELINA one of the most distinguished looking bows, as well as one of the most effective in a tournament. Pearson Power design, with vibration-absorbing stabilizer points built into the handle-back give the JAVELINA a smooth draw and quiet release. It is tapped for the Ben Pearson Mercury stabilizer rod, which many target archers like to add for scoring more points.

NO. 7060 JAVELINA, \$55.00

Length: 66".
 Draw weights at 28": 25 to 55 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. Double-reinforced tips.
 Sight window: Center shot. Length 7".
 Arrow 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.
 Shipping weight: 4½ lbs.
 (Specify draw weight, and right or left hand. See ordering instructions, page 47.)



AAC to Sponsor International Indoor Championships!

In ten years it has become the world's greatest archery tournament. Its growth from 387 archer entries in 1959 to 1,643 in 1968 has been possible through the sponsorship of Ben Pearson, sanctioned by the Professional Archers Association. The sponsorship, with \$15,000 in prizes from Ben Pearson in recent years, was continued because of love of the sport, confidence in its growth, and desire to encourage more people to enjoy its benefits.

Starting this year, sponsorship of the "Big One" in Detroit will be shared by all the members of AAC-The American Archery Council. This will make possible even greater tournaments, with more prizes and trophies for both professionals and amateurs, and the many Junior Olympic Archery Development Club members.



1,643 archers competed in the 1968 "Ben Pearson Open."



20,000 spectators saw the top archers in action.



Women too, put arrows in the three inch spot from sixty feet.



132 boys and girls entered the 1968 Junior Olympic Archery Development event.



Ben Pearson awards the trophies.



Stan Warner
North English, Iowa



Margaret Tillberry
Springfield, Ohio



Dan Tillberry
Springfield, Ohio



Jo Ann Schulz
St. Louis, Missouri



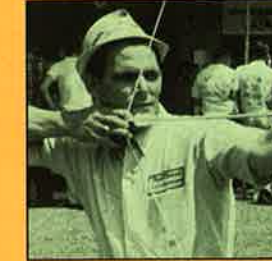
Arlyne Ruhl
Owatonna, Minnesota



Ed Rohde
Muscatine, Iowa



Bob Rhode
St. Louis Park, Minnesota



Charles Reneau
Dallas, Texas



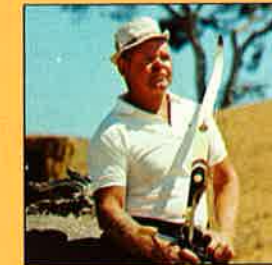
Chuck Morrison
Columbus, Indiana



Marjory Lammers
Covina, California



Jim Dougherty
Los Angeles, California



George Clauss
Saginaw, Michigan



Jack Clark
Cincinnati, Ohio



Ann Clark
Cincinnati, Ohio



Jerry Baxter
Pine Bluff, Arkansas

The Ben Pearson Tournament Archery Advisory Staff

The men and women in this distinguished group have won championship trophies in every major archery tournament... NAA, PAA, NFAA, state, national, regional, international, indoor and outdoor. Their combined experience and knowledge of archery techniques and equipment is tremendous. So is their contribution to Ben Pearson's continuing program of research and development of new and better archery equipment.

STAN WARNER, 1967 NFAA Open Free Style Champion, won that event in one of the most exciting contests in Field archery records. His fellow Iowan, friend, and BP Staff member Ed Rohde, had shot a perfect animal round and finished with a great total score of 2714. But Stan scored 2740, which archers everywhere still talk about.

MARGARET TILLBERRY is the legendary grand lady of archery...four times International Indoor Open Champion, three times National PAA Champion, and two times National Pro Target Champion. Her Chicago Rounds of 832 and 818 still stand as records.

DAN TILLBERRY is a PAA archer and hunter, but his more important contribution to archery is as a good coach and teacher. This skill of his shows up in the fantastic championship shooting of his wife Margaret.

JO ANN SCHULZ, 1967 Midwestern Free Style Pro Champion, is the most youthful member of the Ben

Pearson Advisory Staff. For that reason she will be an important consultant in the development of tackle for the rapidly increasing numbers of young people taking to archery as a great competition sport.

ARLYNE RUHL, three times Minnesota Grand Champion, two times Midwestern Free Style Field Champion, is a fiercely competitive but friendly and knowledgeable archer. She is co-author of Bob Rhode's "Archery Champions."

ED ROHDE, 1963 National Pro Target Champion, and a consistent top scorer in every major championship, is holder of a perfect 560 Animal Round shot at the 1967 NFAA Championship. He has been a member of the Ben Pearson Advisory Staff for four years.

BOB RHODE, veteran of two United States teams, is well known among archers all over America and Europe. His titles include National Target Champion, National Free Style Field Champion, International Field Champion, and Canadian International Champion. He authors the widely read book, "Archery Champions," and is Assistant Director of the Advisory Staff.

CHARLES RENEAU, PAA and NFAA member, is a Tri-State Indoor Champion (Texas, Oklahoma and New Mexico), and has won many local and regional firsts. Being a Ben Pearson Sales Representative too, Chuck is an authority on archery equipment.

CHUCK MORRISON not only is a top free-style archer, but he has given years of valuable service in the organization and administration work necessary to promote the sport. He has served as President of the Michigan Archers Association, NFAA representative in the Great Lakes Section, referee in PAA National

tournaments, made TV appearances, and he is a Ben Pearson Sales Representative.

MARJORY LAMMERS, 1967 International Outdoor Open Women's Champion, is a partner of the busy Arrow Archery Lanes, Covina, California, and one of the most active NAA sponsors of Junior Olympic Archery Development Clubs. Their JOAD team has won the first and second national JOAD mail matches.

JIM DOUGHERTY, Director of the Advisory Staff, is one of the nation's leading archers, and Manager of Ben Pearson Hunting Promotions. He has a house full of trophies, is a regular member of the Pope & Young Club, CBH and SAA Big Game Club, and Associate Editor of Bow & Arrow Magazine.

GEORGE CLAUSS, National Pro Target Champion in 1965, has been a high scorer in many tournaments, including NAA, PAA, NFAA and the Ben Pearson International Open.

JACK CLARK always is a high contender in International Indoor Open tournaments. He is equally proud of championships won by his wife, Ann, and their daughter Debbie, who won the Women's Amateur Free Style event at the Ben Pearson Open in 1963.

ANN CLARK has won championships in the International Indoor, National Target, and National Free Style Field tournaments. She started shooting in 1955, and in 1957 she was a member of the U.S. Team that finished second in the World Championship at Prague.

JERRY BAXTER shoots in NFAA and indoor tournaments. His trophies include the 1963 Southern Archery Association Field Championship, and the Southern 1967 NFAA Championship.



ORDER NO. 7070

ORDER NO. 7050

Pearson Power Popularity Bows

for target archery, hunting, schools, camps and beginners

The Colt, for Target or Hunting

One of the most popular Pearson bows is the COLT. The same Pearson Power design basics of the higher priced bows are in it, but concentrated into 62", with a beautifully streamlined handle of solid imported Olla. This keeps its total weight down to three pounds. So if you're not used to holding a bow at arm's length every day, this is it. You can have white limbs in draw weights under 40 pounds for target archery, or brown limbs over 40 pounds for hunting.

NO. 7070 COLT, \$45.00

Length: 62".
 Draw weights at 28": 20 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. See ordering instructions, page 47.)
 Can be ordered camouflage-painted for \$5 extra.

The Cougar Hunting Bow

Don't be misled by its low price. This bow has *Pearson Power*, and will take a cougar, deer or goat. Many good hunters who could afford a higher priced bow actually prefer the Cougar because of its sleek lines and light weight. It's easy to carry a long distance, or through dense brush. You can have draw weights up to 55 pounds for big game, or as light as 25 pounds for "instinctive" target shooting.

NO. 7050 COUGAR HUNTING BOW, \$35.00

Length: 62".
 Draw weights at 28": 25 to 55 lbs.
 Recommended draw for perfect performance: 26" to 30".
 String (brace) height: 7¼" to 8".
 Handle: Solid imported Bubinga. 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. See ordering instructions, page 47.)
 Can be ordered camouflage-painted for \$5 extra.



The Collegian

"Sharp... clean-cut... youthful looking" describes it. But The Collegian also has Pearson Power, and is the practical bow for beginning and intermediate archers. It is available in weights up to 45 pounds for the bigger athletes, and as light as 20 pounds for the younger students, for proper instruction and learning.

NO. 7120 COLLEGIAN, \$27.50

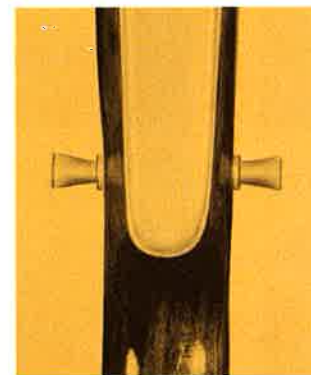
Length: 60".
 Draw weights at 28": 20 to 45 lbs.
 Recommended draw for perfect performance: 24" to 28".
 String (brace) height: 6¾" to 7½".
 Handle: Solid rock elm, dyed black laminates.
 Arrow Plate and Arrow Rest: black felt.
 Limbs: Recurve. White Pearsonite fiberglass.
 Sight window: Center Shot. Length 5¼".
 Shipping weight: 2 lbs.
 (Specify bow weight, and right or left hand. See ordering instructions, page 47.)

The Pony

Great for groups, classes and families because it has durable Delrin arrow rests on *both sides* for use by either right or left handed archers. You can order it in draw weights as light as 20 pounds for children's correct beginning instruction, or up to 40 pounds for more advanced archers. It's good looking too. Selected imported hardwoods with white Pearsonite fiberglass laminated limbs.

NO. 7020 PONY, \$22.50

Length: 60".
 Draw weights at 28": 20 to 40 lbs.
 Recommended draw for perfect performance: 24" to 28".
 String (brace) height: 6¾" to 7½".
 Handle: Solid imported hardwoods.
 Delrin arrow rests both sides, for right or left hand.
 Limbs: Semi-recurve.
 White Pearsonite fiberglass.
 Shipping weight: 2 lbs.
 (Specify bow weight. See ordering instructions, page 47.)



ORDER NO. 7120

ORDER NO. 7020



Pearson Power Fiberglass Bows for hunting and target archery ...for schools, camps and beginners

LIFETIME GUARANTEE
(See page 47)

NEW 



ORDER NO. 3360
22



ORDER NO. 3350

All Ben Pearson fiberglass bows are one-piece design, guaranteed unbreakable and weather-proof. NEW HANDLES are injection-molded heavy duty Vinyl, sculpture-designed for natural fit in the hand, and non-slip textured.

New 52" Hunting Bow

40 to 55 pounds of striking power, concentrated in an indestructible bow...short enough to maneuver in tight positions...long enough for accuracy and impact to take trophies at long yardage. Fiberglass is subdued color to blend with nature. Full working recurved limbs. String (brace) height 7½" to 8½". Shipping weight 3 lbs.

No. 3360\$16.95

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 20 to 55 lbs. so that a man, woman or child can have the right bow. Ship. wt. 1 lb. 8 oz.

No. 3350\$14.95



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. 3340\$10.95

Intermediate Bow

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

No. 3330\$8.95

Junior Bow

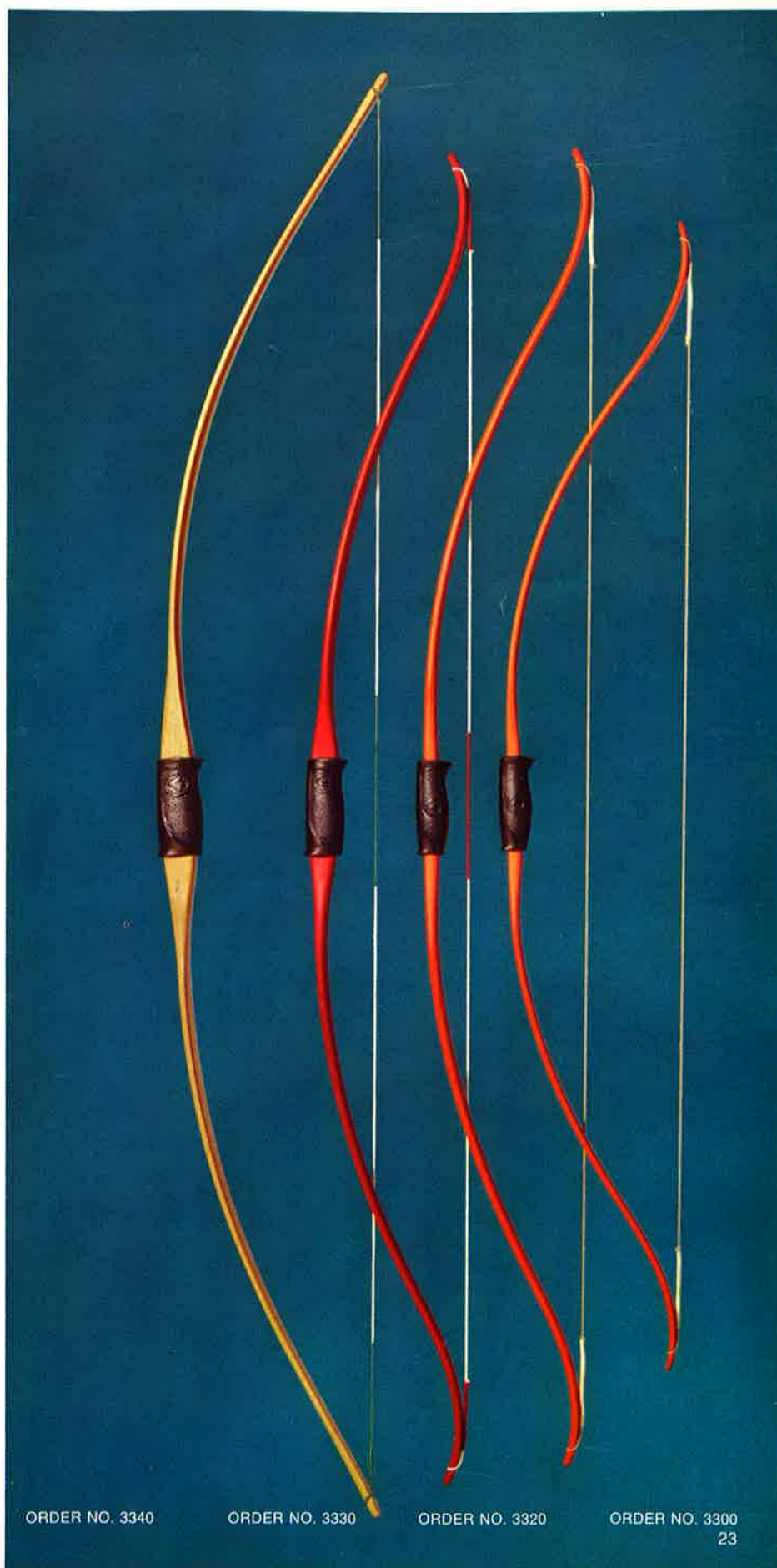
For boys and girls, left or right handed. Length 54". Weight approximately 20 lbs. at 24". Ship. wt. 8 oz.

No. 3320\$6.95

Beginner's Bow

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

No. 3300\$4.95



ORDER NO. 3340

ORDER NO. 3330

ORDER NO. 3320

ORDER NO. 3300

NEW



No. 2167 "Tracer"
Deluxe Matched Cedar

Pearson Power Hunting Arrows

Introducing **THE TRACER** (TM)

Brilliant fluorescent crest and feathers flash from your bow like a fire arrow, vivid colors to you, but grey to animals. You can see your hits. A lost arrow is easier to find. Deluxe Port Orford cedar, matched within 5 grains, in 5 lb. spine increments for 40 to 60 lb. bows. 28", 29", 30" lengths. In new folding carrying case. (Page 27).

- No. 2167 with Deadhead points.....Doz. \$22.00
- No. 2148 1/2 Doz. Deadhead points and 1/2 Doz. matched field points.....\$22.00
- No. 2150 no points, 5 degree taper.....Doz. \$16.95

Deluxe Matched Hunting Arrows

Hand selected Port Orford cedar shafts, painted full length, colorful brush crest, extra long spiral fletching. Matched within 5 grains, in 5 lb. spine increments for 40 lb. to 65 lb. bows. 28", 29", 30" lengths.

- | | 1/2 Doz. | Doz. | 4 Doz. |
|--|----------|---------|---------|
| No. 2165 with Deadhead point..... | \$9.75 | \$18.50 | \$70.00 |
| No. 2164 with Arrowmate 4-blade..... | 9.25 | 17.50 | 66.50 |
| No. 2161 with Razorhead..... | 9.75 | 18.50 | - |
| No. 2166 with Hi-Precision 3-blade..... | 9.25 | 17.50 | - |
| No. 2171 with Super Hilbre 4-blade..... | 11.75 | 21.50 | 82.00 |
| No. 2172 1/2 Doz. with Deadhead points
1/2 Doz. with matched field
points in folding carrying
case (See page 27)..... | - | 20.00 | - |
| No. 2160 no point, 5 degree tapered..... | - | 12.95 | - |

Full Length Matched Hunting Arrow

Standard cedar shaft, 31" not tapered. The hunter cuts his own special length, paints his own crest, puts on his own point. Matched in 5 lb. spine increments for 40 lb. to 60 lb. bows. Shaft painted full length, white or olive. One color, one weight per 1/2 gross only. Specify color and weight.

- No. 2190 no point, not tapered1/2 Gross \$36.00

Standard Matched Hunting Arrows

Cedar shaft, painted full length, colorful brush crest, long spiral fletching. The popular choice of bow hunters. Matched in 5 lb. spine increments for 40 lb. to 60 lb. bows. 28", 29", 30" lengths.

- | | 1/2 Doz. | Doz. | 4 Doz. |
|--|----------|---------|---------|
| No. 2145 with Deadhead point..... | \$7.75 | \$14.50 | \$55.00 |
| No. 2146 with Hi-Precision 3-Blade..... | 7.25 | 13.50 | 52.00 |
| No. 2144 with Arrowmate 4-Blade..... | 7.25 | 13.50 | 52.00 |
| No. 2139 with Super Hilbre 4-Blade..... | 8.75 | 16.00 | 60.00 |
| No. 2140 no point, 5 degree tapered..... | - | 8.95 | - |

Matched Fiberglass Hunting Arrows

Practically indestructible Micro-Flite shafts, matched within 3 grains, in 5 lb. spine increments for 40 lb. to 75 lb. bows. 26", 27", 28", 29", 30" lengths. Deluxe finish crest and long spiral fletching.

- | | 1/2 Doz. | Doz. | 4 Doz. |
|---|----------|---------|--------|
| No. 2761 with Razorhead..... | \$20.00 | \$36.50 | - |
| No. 2764 with Arrowmate 4-Blade..... | 19.50 | 35.50 | - |
| No. 2774 with Arrowmate 4-Blade..... | - | - | 127.00 |
| No. 2765 with Deadhead point..... | 20.00 | 36.50 | - |
| No. 2775 with Deadhead point..... | - | - | 127.00 |
| No. 2766 with Hi-Precision 3-Blade.... | 19.00 | 35.00 | - |
| No. 2767 with Super Hilbre 4-Blade.... | 22.00 | 40.00 | - |
| No. 2760 With magnesium broadhead
insert adapters..... | 17.00 | 30.00 | - |

Standard Matched Flu Flu Arrow

Large 6-feather fletching allows high velocity at short ranges, for small game and birds. After short flight arrow drops and is easily recovered. Cedar shaft painted full length, with spray-hairline crest. Matched in 5 lb. increments for 40 lb. to 60 lb. bows. 28", 29", 30" lengths.

- No. 2141 with Deadhead point.....Box of 4. \$12.00
- No. 2143 no point, 5 degree tapered.....Box of 4. 11.00

Economy Hunting Arrows

Cedar shafts are painted full length and spray crested. A good arrow for hunting with bows up to 60 lbs. 28", 29" lengths.

- No. 2105 with Deadhead point.....Doz. \$12.50
4 Doz. carton 48.00
- No. 2106 no point, 5 degree tapered.....Doz. 6.50

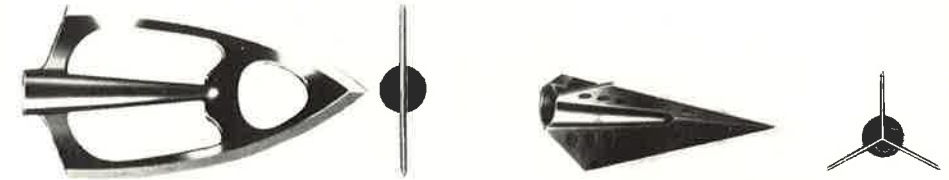
Small Game Shocker Head



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

- No. 1710 1/2 doz.....\$4.50

SPECIFY BOW WEIGHT AND ARROW LENGTH
All Ben Pearson arrows are made and measured
according to A.M.O. Standards. See page 27 for
full diagram.



Ben Pearson's Famous "Deadhead" Hunting Point

Designed by Ben Pearson to maintain flat trajectory without wind-planing. Excellent penetration. Some hunters call it "The Cleaver." High grade cutlery steel. Light but massive and strong. 1 3/8" wide by 2 5/8". Wt. 130 gr. Standard 5° taper. Ship. wt. 2 oz.

- No. 5760 Three in Blister Pak.....\$1.50
- No. 5770 (1 5/8" x 2 5/8", 150 gr.)
Three in Blister Pak.....\$1.75



Super Hilbre 4-Blade Hunting Point

2 3/4" x 1" spring steel blade is reinforced on both sides by special ferrule which also supports 1 1/8" razor insert. 1 1/32" shaft size, weight 120 grains.

- No. 5773 Three in Blister Pak.....\$1.75

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. Ship. wt. 2 oz.

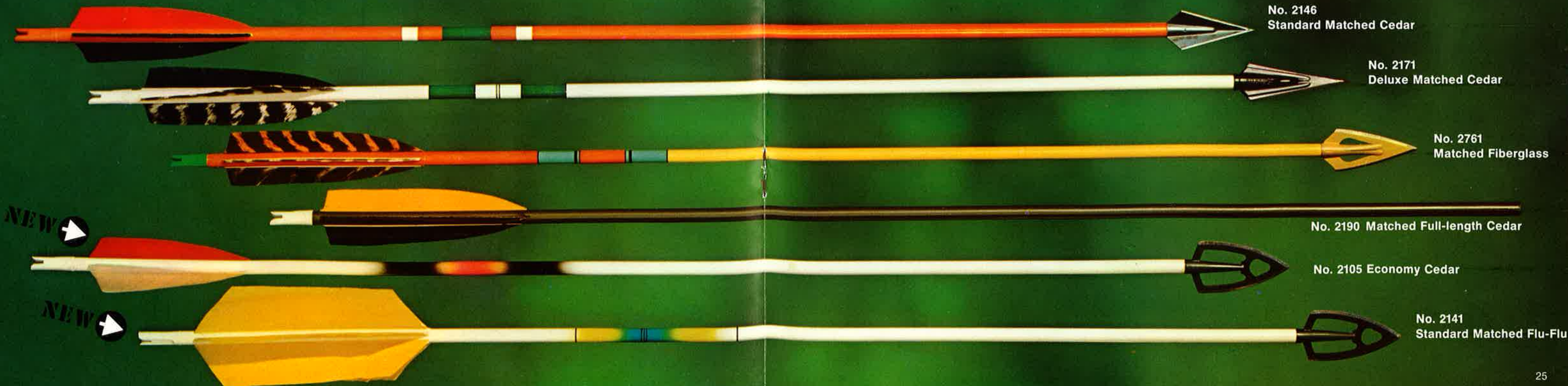
- No. 9890 (11/32" 125 gr.)
Three in Blister Pak.....\$1.50
- No. 9860 (5/16" 100 gr.)
Three in Blister Pak.....\$1.50



Arrowmate Four-Blade Hunting Point

Finest-grade spring steel, has positive attachment to Nylon ferrule. 1 1/32", weight 125 grs. Shipping weight 3 oz.

- No. 9940 Three in Blister Pak.....\$1.50
- No. 9960 (5/16" 110 gr.)
Three in Blister Pak.....\$1.50



No. 2146
Standard Matched Cedar

No. 2171
Deluxe Matched Cedar

No. 2761
Matched Fiberglass

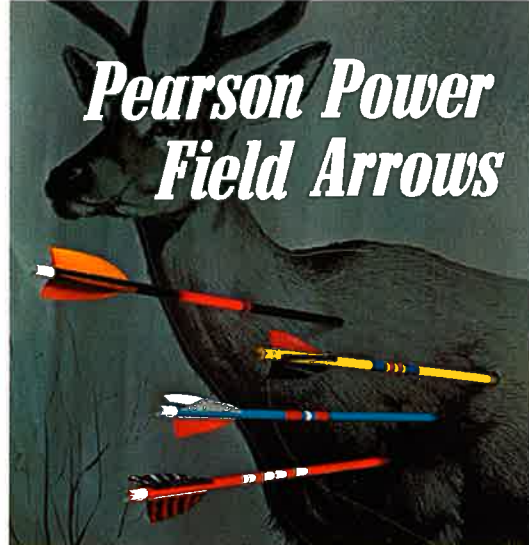
No. 2190 Matched Full-length Cedar

No. 2105 Economy Cedar

No. 2141
Standard Matched Flu-Flu



No. 2151 No. 2120 No. 2110 No. 2100 No. 1170



THE TRACER (TM)

A new idea in arrows by Ben Pearson. Brilliant fluorescent orange crest and feathers flash from your bow like a fire arrow. Helps you see your hits, or find a lost arrow in leaves or weeds. Deluxe Port Orford cedar, matched within 5 grains, in 5 lb. spine increments for 40 to 60 lb. bows. 28", 29", 30" lengths. Packed in new folding carrying case (right).

- No. 2151 with field points.....doz. \$18.00
- No. 2148 1/2 doz. with field points and 1/2 doz. with matched Deadhead hunting points.....\$22.00

Deluxe Matched Field Arrow

Selected Port Orford cedar shafts, matched within 5 grains, in 5 lb. spine increments for 40 lb. to 60 lb. bows. Deluxe cresting, spiral field-fletching. Non-skid field point. Lengths: 26", 27", 28", 29", 30".

	1/2 Doz.	Doz.	1/2 Gross
No. 2120.....	\$6.95	\$12.95	\$70.00

Standard Matched Field Arrow

Cedar shaft is painted full length, with colorful brush hairline crest, 4 1/2" field fletching, non-skid field point. Matched in 5 lb. spine increments for bows 40 lbs. to 60 lbs. 28", 29", 30" lengths.

- No. 2110 Ship. wt. 2 lbs.....doz. \$ 8.95
- Ship. wt. 6 lbs.....1/2 gross \$48.00

Economy Field Arrow

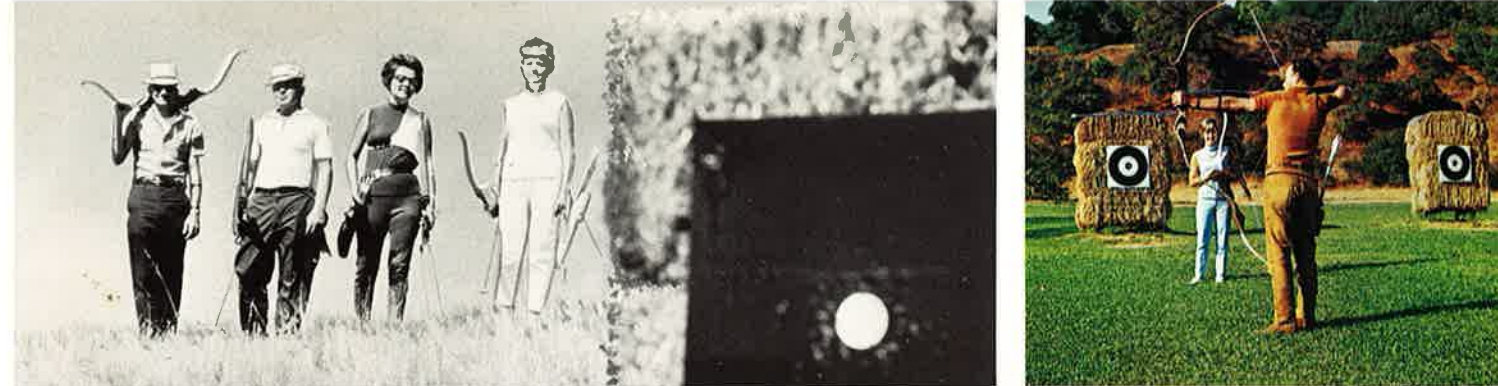
A quality cedar arrow recommended for beginners. 4" field fletching with contrasting colored cock feather, non-skid field point. 28" length. Packed 1/2 gross only, with 4 doz. 5/16" shafts and 2 doz. 11/32" shafts. Ship. wt. 5 lbs. 8 oz.

- No. 2100.....1/2 gross \$36.00

Matched Cedar Flu Flu

Six oversize feathers permit high velocity at short ranges, then quick drop and easy recovery. Shaft is painted full length, with colorful spray-hairline crest. Matched in 5 lb. spine increments for bows 40 lbs. to 60 lbs. 28", 29", 30" lengths.

- No. 1170 with field point.....box of 4 \$12.00
- No. 2143 no point, 5 degree tapered.....box of 4 \$11.00



NEW

Hunting and Field Arrows with Matched Points in One Folding Carrying Case



Now you can practice and hunt with exactly the same weight arrows, improve your accuracy and take more trophies. Two deluxe cedar arrow combination sets are now available in Ben Pearson's new two-section folding case. 6 hunting arrows are in one section, 6 field arrows in the other section. The hunting and field points are weight-matched (130 grains), the shafts are matched within 5 grains in 5 lb. spine increments for bows 40 lbs. to 60 lbs. (Specify draw weight.) The case folds, has a handle for carrying, and is great for storing and packing.

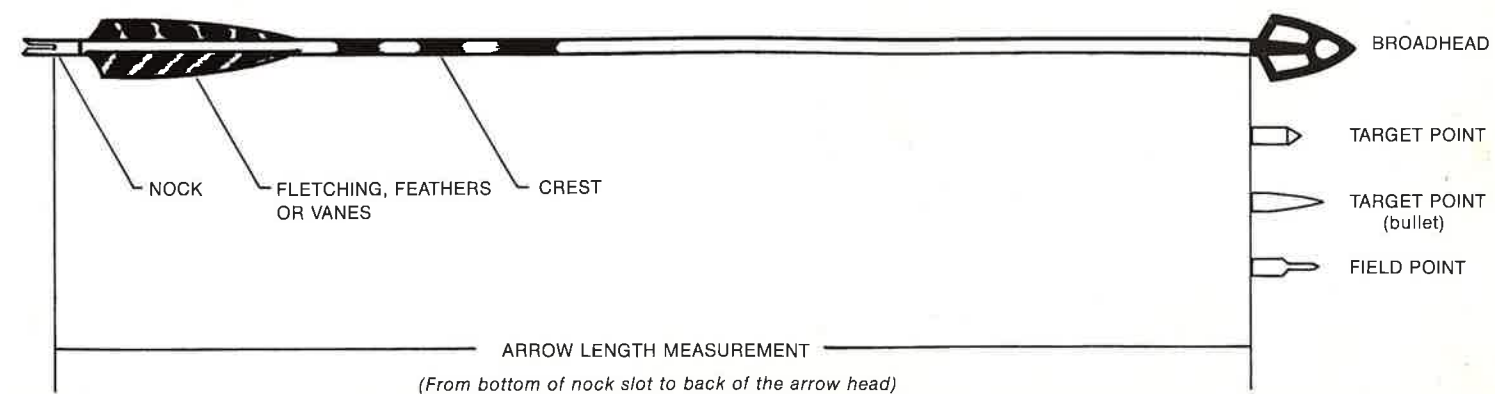
- No. 2148 6 No. 2167 Tracer hunting arrows and 6 No. 2151 Tracer field arrows.....\$22.00
- No. 2172 6 No. 2165 Deluxe hunting arrows and 6 No. 2160 Deluxe arrows with matched field points.....\$20.00



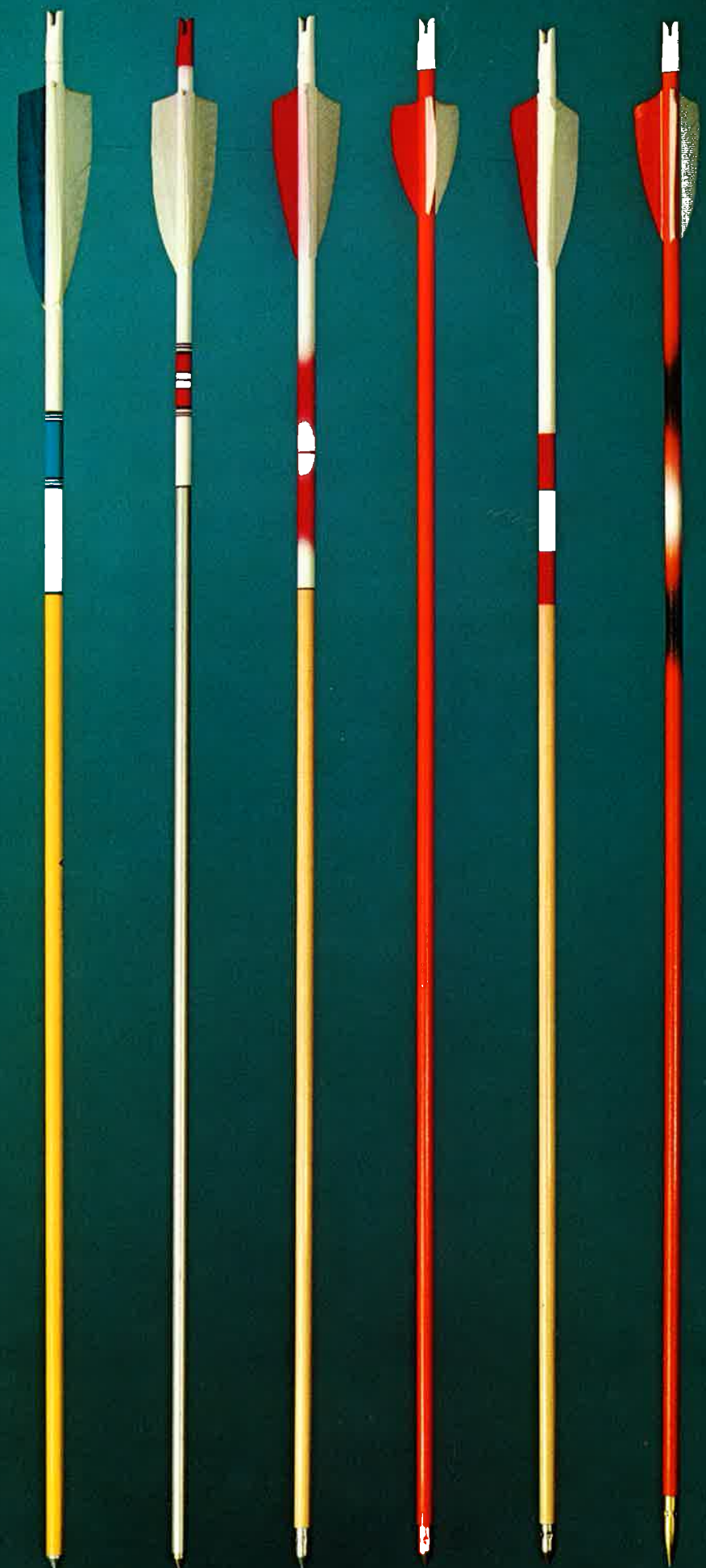
You also can have the carrying case with 12 No. 2167 "Tracer" hunting arrows only (page 24), or 12 No. 2150 "Tracer" arrows without points (page 24), or 12 No. 2151 "Tracer" field arrows only (page 26).

AMO Approved Terms and Measurements for Arrows.

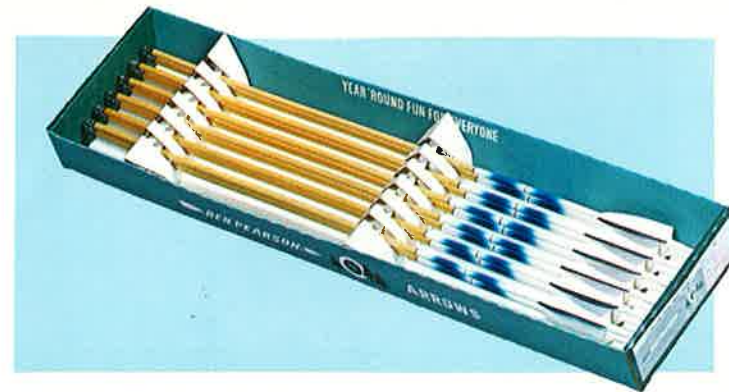
All Ben Pearson arrows are made and measured according to standards of the Archery Manufacturers Organization.



Take more trophies this year with Pearson Power Target Arrows



No. 2740 No. 2600 No. 2070 No. 2020 No. 2010 No. 2000



Matched Fiberglass Arrow

Practically indestructible Micro-Flite shafts are precision matched within 3 grains. Won't bend, dent, warp or corrode. Colorfully finished with deluxe crest, IndX nocks, spiral fletching with hand selected turkey feathers. Spined in 5 lb. increments for bows 25 lbs. to 75 lbs. 24", 25", 26", 27", 28", 29" lengths. Ship. wt. 2 lbs.

No. 2740 1/2 doz. \$17.00, doz. \$30.00

Matched Aluminum Arrow

Precision tournament shafts are specially processed to Ben Pearson specifications, matched within 3 grains. Brush crest, spiral fletching with solid color feathers, insert target points, IndX nocks. 5 lb. spine increments for bows 20 lbs. to 50 lbs. 24", 25", 26", 27", 28", 29", lengths. Ship. wt. 2 lbs.

No. 2600 1/2 doz. \$17.00, doz. \$30.00

Matched Cedar Arrow

No. 1 choice of schools and colleges. Matched within 3 grains. 5 lb. spine increments for bows 20 lbs. to 49 lbs. White shaft under feathers, spray crest with hairline. 3 1/2" feathers. 24", 25", 26", 27", 28", 29" lengths. Ship. wt. 2 lbs.

No. 2070 doz. \$12.50

Economy Practice Arrow

A practical cedar arrow for beginners. Target point. Painted full length. No crest. Not recommended for bows over 40 lbs. Packed in 1/2 gross and gross only, assorted as follows. Specify which pack.

No. 2020 standard 1/2 gross pack: 2 doz. 24", 2 doz. 26", 2 doz. 28". Ship. wt. 8 lbs. 8 oz. 1/2 gross \$20.00

No. 2020 standard gross pack: 4 doz. 24", 4 doz. 26", 4 doz. 28". Ship. wt. 17 lbs. gross \$38.00

	1/2 Gross	Gross
No. 2020 all 24"	\$20.00	\$38.00

No. 2020 all 26"	\$20.00	\$38.00
------------------------	---------	---------

No. 2020 all 28"	\$20.00	\$38.00
------------------------	---------	---------

Cedar Practice Arrow

White under feathers only, with 2-color brush crest. 24", 26", 28" lengths. Not recommended for bows over 40 lbs.

No. 2010 Ship. wt. 2 lbs. doz. \$ 6.50

No. 2010 Ship. wt. 5 lbs. 1/2 gross \$32.00

Cedar Practice Arrow

A popular arrow for beginners. Shaft is painted full length, with 2-color spray crest, bullet point, turkey feather fletching. Not recommended for bows over 40 lbs. Packed in 1/2 gross and gross only, assorted as follows. Specify which pack.

No. 2000 standard 1/2 gross pack: 2 doz. 24", 2 doz. 26", 2 doz. 28". Ship. wt. 8 lbs. 8 oz. 1/2 gross \$25.20

No. 2000 standard gross pack: 4 doz. 24", 4 doz. 26", 4 doz. 28". Ship. wt. 17 lbs. gross \$50.40

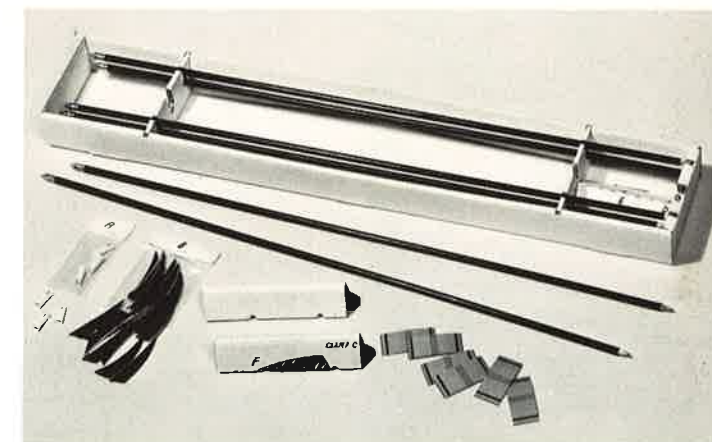
	1/2 Gross	Gross
No. 2000 all 24"	\$26.00	\$50.00

No. 2000 all 26"	\$26.00	\$50.00
------------------------	---------	---------

No. 2000 all 28"	\$26.00	\$50.00
------------------------	---------	---------



Ben Pearson dozen-pack arrows come in attractive plastic-sealed gift cartons. Gross and 1/2-gross pack arrows are displayed in these convenient self-service cartons.



Arrow Making Kit for Junior Archers

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

No. 9010 Kit complete each \$4.95

Pearson Power Laminated Bow Sets

Ben Pearson archery equipment is carefully selected for these "starter" sets, to be helpful to five different groups of archers...hunters...bow fishermen...advanced students...beginners...and junior hunters. Each set is attractively packaged in plastic covered cartons. (Wonderful gift idea). Bows in sets are right handed only.



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...vinyl armguard...full-color animal target face... Ben Pearson's booklet, "Secrets of Successful Bow Hunting." Shipping weight 6 lbs. *Specify bow weight.*

No. 7590 Cougar Set.....\$44.95

30



Cougar Bow Fishing Set

Everything you need to start enjoying this exciting sport. No. 7050 Cougar bow...(specify bow weight up to 55 lbs.)...28" solid glass swivel barbed harpoon point arrow with rubber vanes and deluxe crest...bow reel...50 yards of braided nylon line, 80 lb. test...heavy duty top grain cowhide armguard...and Ben Pearson instructions telling you how to get the fish.

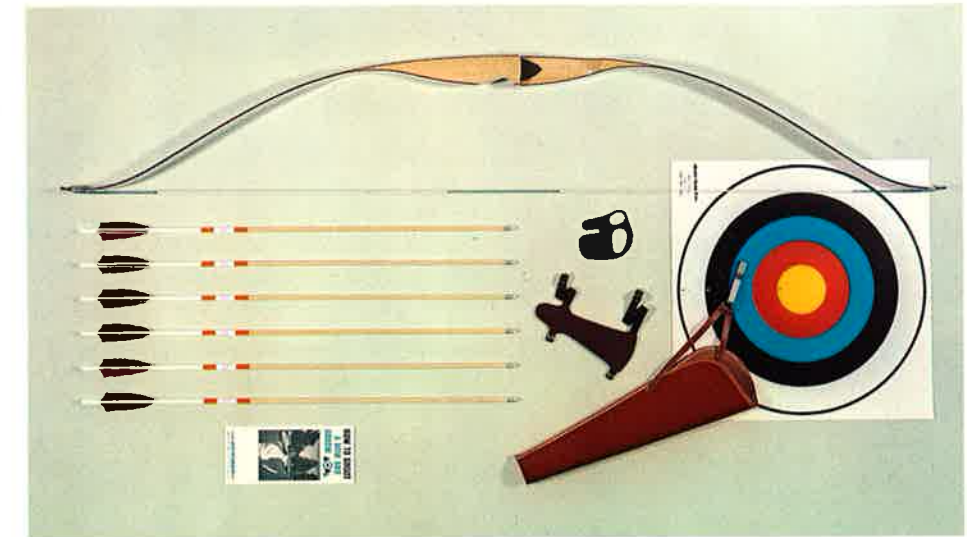
No. 7588 Bow Fishing Set.....\$46.95



Collegian Advanced Set

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

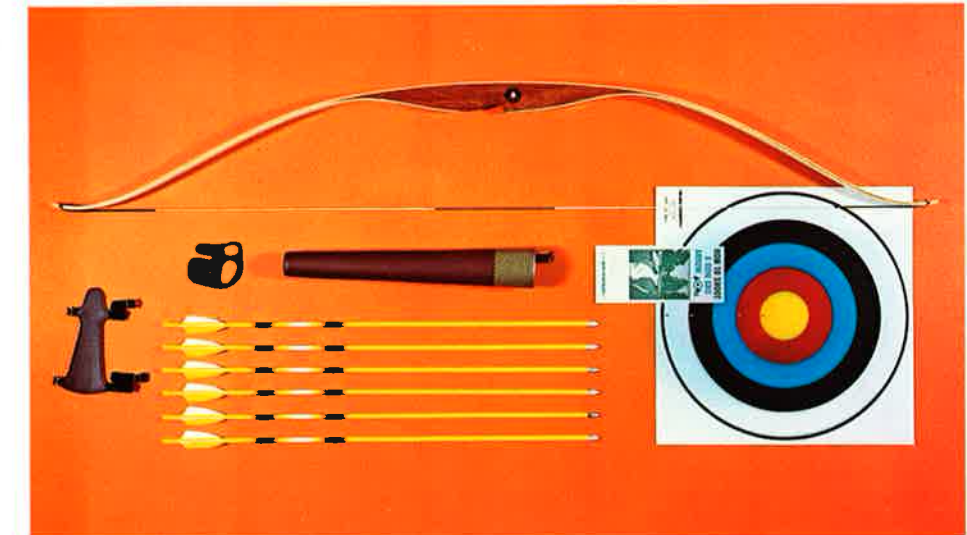
No. 7570 Collegian Set.....\$34.95



Pony Set for Beginners

Perfect for beginning students, camps and schools. No. 7020 Pony bow can be used for right or left handed archers; 20 to 40 lbs.... six 28" cedar target practice arrows...vinyl armguard...leather shooting tab...belt quiver...four-color standard round target face... Ben Pearson's booklet, "How to Shoot a Bow and Arrow." Shipping weight 3½ lbs. *Specify bow weight.*

No. 7550 Pony Set.....\$29.95



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...Vinyl armguard with elastic straps...shooting tab...Ben Pearson molded bow quivers to hold five arrows...one full-color animal target face...the booklet, "How to Shoot a Bow and Arrow." Shipping weight 2 lbs. 8½ oz. *Specify bow weight.*

No. 7530 Bronco Set.....\$32.95



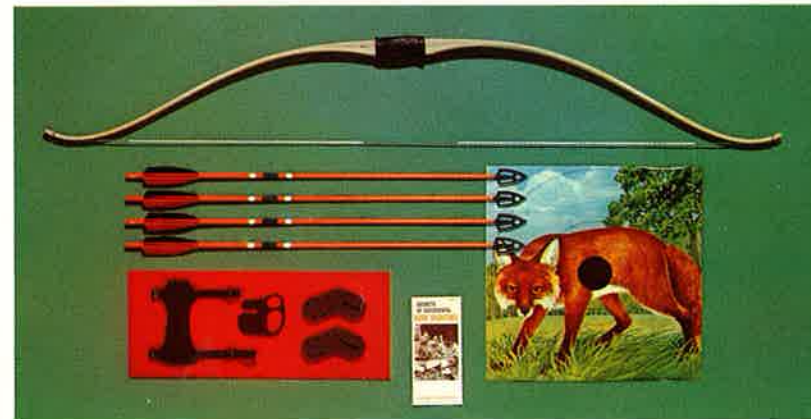


Pearson Power Fiberglass Bow Sets

New 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 55 lbs....four 28" matched cedar arrows with Ben Pearson Deadhead points...belt-or-shoulder quiver...top grain cowhide shooting glove...heavy duty hunting armguard...full-color deer target face...and Ben Pearson's valuable booklet, "Secrets of Successful Bowhunting." In attractive, plastic-sealed gift package. *Specify bow weight.*

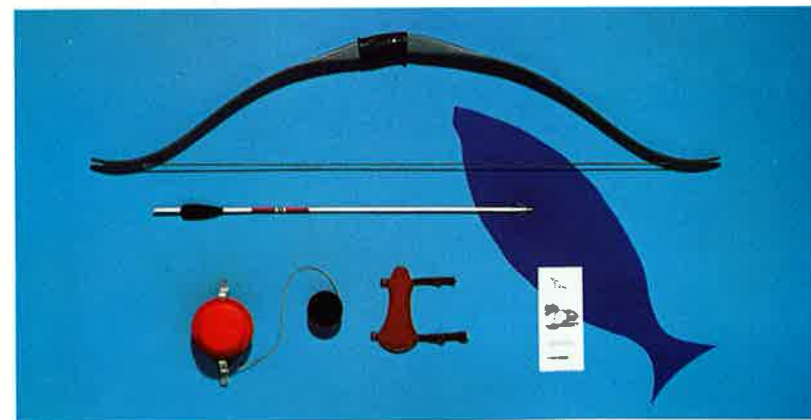
No. 3930 Hunting Set.....\$34.95



60" Bow Hunting Set

No. 3350 60" fiberglass bow with new molded non-slip handle, and dual rests for right or left-handed archers. Draw weights 35 to 55 lbs. Four 28" standard matched 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. 3780 Hunting Set.....\$23.95



New 52" Bow Fishing Set

Everything you need for enjoying this exciting sport...the new, powerful, waterproof, 52" bow in draw weights 40 to 55 lbs....bow reel...50 yards of 80 lb. test braided nylon line...solid glass, 28" double-barbed harpoon arrow...elastic strap armguard...and Ben Pearson's folder on bow fishing. Complete set is in a plastic-sealed gift package. *Specify bow weight.*

No. 3790 Bow Fishing Set.....\$25.95



Field and Target Set

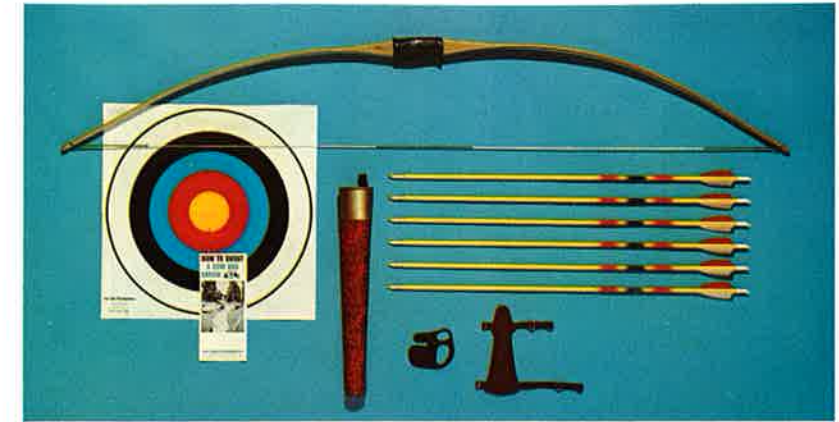
No. 3350 60" fiberglass bow with new molded non-slip handle, dual rests for right or left-handed archers. 25, 30, 35 or 40 lbs. Six 28" Cedar arrows with target points, painted full length, colorfully crested and fletched. Vinyl armguard...Leather shooting tab...Belt quiver for target and field competition...Ben Pearson's booklet "How to Shoot a Bow and Arrow"...4 Color round target face. Shipping weight 3 lbs., 4 ounces. *Specify bow weight.*

No. 3760 Field and Target Set.....\$16.95

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.*

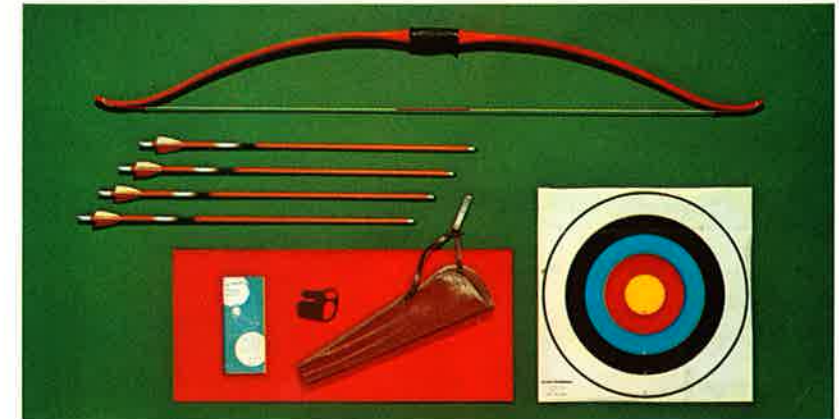
No. 3740 Target Set.....\$14.95



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.

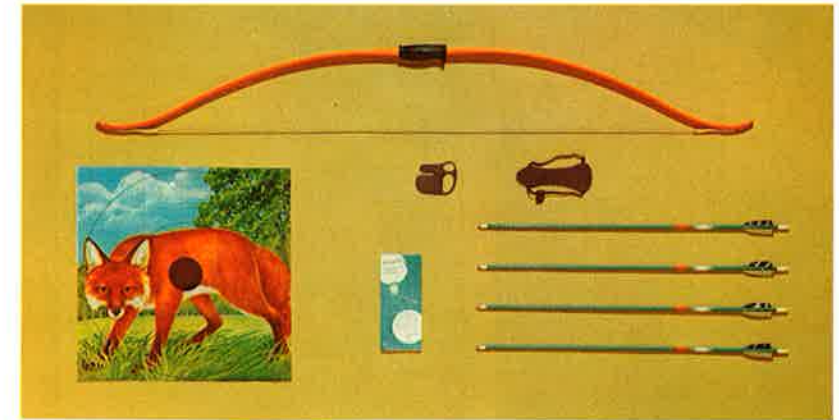
No. 3720 Intermediate Set.....\$10.95



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. 5 1/2 oz. Minimum order 6 sets, or multiples of 6.

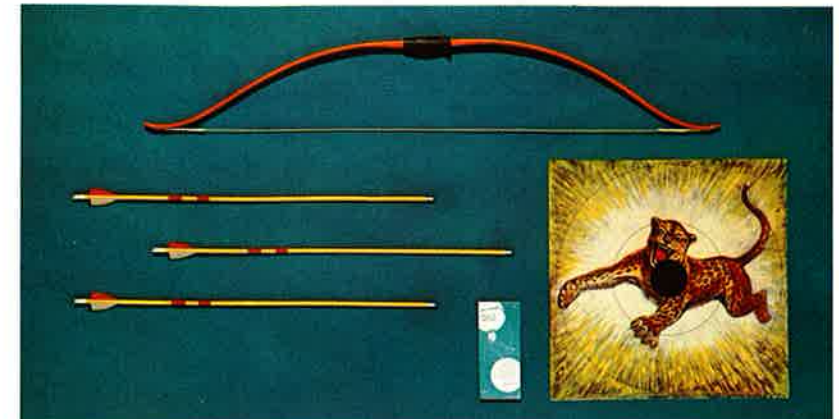
No. 3710 Junior Set.....\$7.95



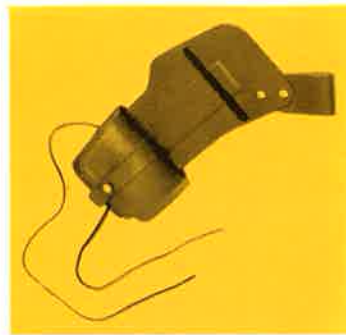
Beginner Set

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. 1/2 oz. Minimum order 6 sets, or multiples of 6.

No. 3700 Beginner Set.....\$5.95



Ben Pearson Leather Goods



Quick-draw Holster Quiver
Holds six broadheads with silent rubber separator, and point-protector cup. Adjustable position belt loop, and tie-down leg thong, hold quiver on hip, at finger tip. Snap-down pocket for extra points. Top grain leather. Specify right hand or left hand.
No. 1880.....\$15.95



Deluxe Hunting Quiver
Designed by an expert for experts. Roomy but rugged light weight soft brown vinyl, with adjustable leather straps, for right or left handed hunters. Vinyl lining allows broadheads to drop easily and quietly into quiver. Puncture proof bottom, two leather arrow dividers, large zipper pocket for accessories, holster for knife, slot for file, and D-rings for raincoat or jacket.
No. 1847.....\$16.50



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



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.
No. 9020..... 13.95



Silent Bow Quiver
Soft, molded arrow holders fit over bow limbs securely without scratching bow or arrows. No tape, clamps or screws. Slots hold five arrows silently, ready for instant use. Shipping weight 2 oz.
No. 8520.....pair \$1.25



Junior Hunting Quiver
A popular priced shoulder quiver for young archers. Made of SVL 8 gauge claret colored vinyl with adjustable shoulder strap and arrow divider strap. Over 16" deep with heavy leather bottom. Wide throat permits easy removal of arrows. Shipping weight 1 lb.
No. 8470..... \$4.25



Economy Quiver
Durable, long lasting, SVL 8 gauge natural leather colored vinyl. Complete with belt and molded puncture-proof bottom. Carries 12 target arrows or 6 hunting arrows. Shipping weight 1 lb.
No. 8780.....\$3.25



Fanny Pack
New ski-type belt-on zipper pack is ideal for bow hunting. Carry all essential field accessories at the small of the back or waist without interfering with hunter's movement, maneuverability or shooting. Durable tan vinyl.
No. 1893.....\$12.95



Lancer Side Quiver
Popular with field and target archers. Handsomely finished Cheyenne rawhide in golden brown or black leather. Adjustable straps to be worn separately or attached to ring and worn on one snap. Can be adjusted to desired height and angle. Large accessory pocket, arrow divider strap, plastic case for cigarettes or bow strings, and clip for scorecard.
No. 1838.....\$15.50



Side Quiver
Designed for field archers and tournament shooters. Fits on belt at a comfortable angle where arrows are never in the way. Two snaps to fit any belt regardless of where a belt loop may be. Large, easily accessible pocket plus pencil pocket and separate holder for bad arrows. Cheyenne rawhide in brown and black belt leather.
No. 1834.....\$12.00



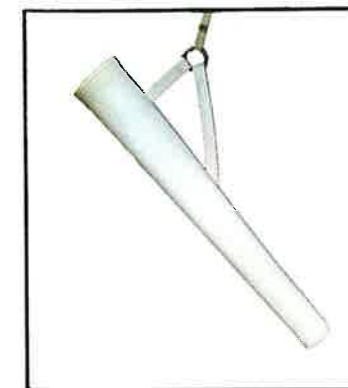
Deluxe Target and Field Quiver
NEW western style. Hand-somely finished from the finest top grade vinyl...soft and pliable yet rugged and durable. Two belt clips hold quiver in position for instant use. Large accessory pocket, arrow divider strap.
No. 8700.....\$7.95



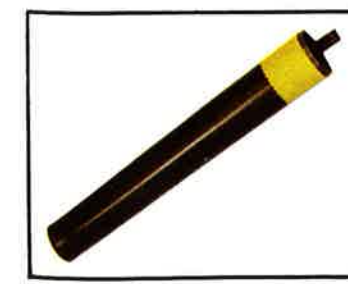
Target and Field Quiver
Top grade vinyl with outer pocket and two adjustable hand straps. Belt clip allows quiver to hang at any desired angle. Molded puncture-proof bottom, arrow divider strap and wide cut-away throat for easy access to arrows. Can easily carry eight field, target or hunting arrows.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



Belt-Pocket Quiver
Popular with men. Expanded quiver section fits in hip pocket. Slots for belt. Protective cuff prevents wear on pocket. Top grade, soft pliable leather. Tan or black. Shipping weight 3 oz.
No. 8600.....\$4.95



Ladies Target Quiver
Lightweight, neat and trim! Fashioned from beautiful white leather with belt clip. Easily accommodates six target arrows.
No. 1835.....\$6.00



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. Shipping weight 3 oz.
No. 8770.....\$1.50



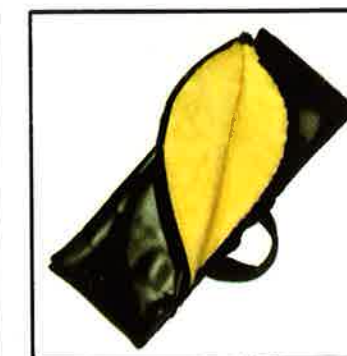
Ground Quiver
Designed so that you can push it into the ground with your foot, with arrow holder triangle shaped for better separation of arrows than conventional round holders. Shipping weight 1/2 lb.
No. 5260.....\$2.25



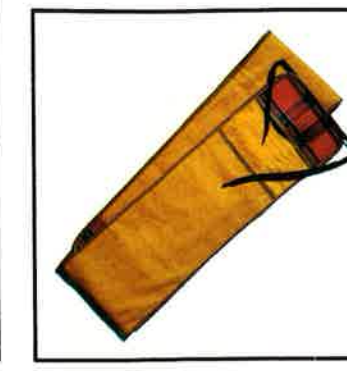
Ground Quiver - Bow Rack
Designed for expert archers, clubs and schools. Upright rod of quiver is angled so that horizontally hanging bow will not swing against it. Bow rack is removable. Shipping weight 10 oz.
No. 5270.....\$3.25



Sloane Quiver
Great for storing and transporting arrows, especially for field archery and hunting. Light weight but rigid and strong 36" case has slide-out rack for one dozen arrows.
No. 1502.....\$17.50



Black Vinyl Bow Case
Popular with archers for protection of fine bows. Soft flannel lining...heavy-duty zipper. Fits bows to 68" in length. (Longer length to fit bows to 6' in length...\$2.00 extra.) Shipping weight 3 lbs. 4 oz.
No. 8500.....\$10.95



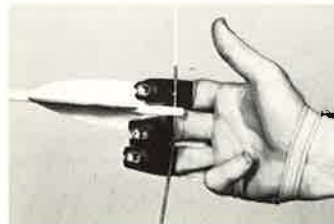
Flannel Bow Case
Durable flannel in attractive plaid design with vinyl top and bottom. String tie and pocket on flap for extra bowstring. Accommodates bows to 68" in length. Shipping weight 2 lbs. 5 oz.
No. 8510.....\$3.95



Deluxe Bow Case

Designed for the tournament pro who wants the most distinctive outfit on the range. Two-tone tan and brown Vinyl...large saddle-pattern zipper pocket on each side for stabilizer and accessories...gun-case type padded shoulder strap. The case is padded and soft-cloth lined...with heavy duty zipper and ring for padlock...complete protection for fine bows up to 70".

No. 1823\$19.95



THE GLOVE is used by many archers for protection of the three string fingers, including the side of the forefinger and middle finger that press against the arrow nock.

Bow Case

Complete protection for your bow. Smartly fashioned of tan vinyl, with double padded insulation and soft flannel lining. Equipped with carrying handle, heavy duty zipper and inside pocket.

No. 1821\$14.50 for all bows up to 5'4".

No. 1824 \$14.95 for all bows 5'6" to 5'10".

No. 8610\$15.95 For Take-Down Bow see page 7.



THE TAB is preferred by many archers who find that they have better control of the arrow and the release. Glove or tab is a matter of individual experience and preference.



Deluxe Shooting Glove

Top grain cowhide leather with elastic webbing to assure a comfortable, snug fit. Molded finger tips give complete finger coverage. V-shaped cutouts for finger ease. Adjustable wrist strap. Small, medium, large and extra large sizes. White in small and medium only. Specify size. Shipping weight 1 oz.

No. 8730.....\$2.95



Archers Glove

Featuring new single-stitch design on index finger. Feel your anchor. New elastic back. Top grain cowhide leather with soft, form-fitting back, closed-end finger tips and adjustable wrist strap. Small, medium, large and extra large sizes. Specify size. Shipping weight 1 oz.

No. 8670.....\$2.45



Archer's Glove

An economy glove of top grain cowhide with molded finger tips and adjustable wrist strap for comfortable fit. Small, medium, large and extra large sizes. Specify size. Shipping weight 1 oz.

No. 8720.....\$1.65



Wilson Shooting Tab

Made of top belt cordovan. Form fitting...gives perfect release. Used by top archers for years. Available in small, medium, large and extra large...right hand and left hand models. Specify size.

No. 1401\$1.75



Hair Tab

The popular double tab with bow hunters. Tab next to string is sheared calf for clean release. Top tab is durable cow hide leather for finger protection. Specify small, medium or large. Left hand or right hand. Specify size.

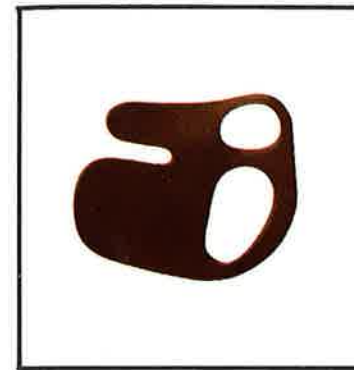
No. 1890.....\$1.25



Easy-on Finger Tab

Western style cordovan leather shooting tab. Double thickness of leather assures a comfortable fit and effortless release of the bow string. Highly recommended for heavier bows. Large, medium and small sizes. Specify size. Shipping weight 1/2 oz.

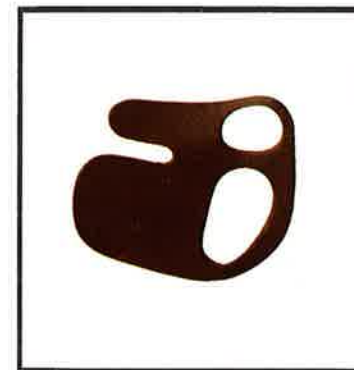
No. 8710.....\$1.00



Western Style Finger Tab

Single thickness top grain cowhide. Especially recommended for lightweight bows. In large, medium and small sizes. Shipping weight 1/2 oz.

No. 8740.....\$.50



Small Tab

The size for children, and women who have small hand sizes. Smooth finished leather on the string side, and unfinished surface against the fingers, for smooth release and arrow control. Ship. wt. 1/2 oz.

No. 8400.....\$.35



Hunting Armguard

Protects the entire forearm. Designed to hold the camo-shirt down and out of the way. Also advised for beginners, school programs, indoor ranges. Top quality leather, soft suede lined, with adjustable arm straps.

No. 8760.....\$3.95



Hunting Armguard

Top grain cowhide with heavy duty, adjustable elastic straps. Reinforced with concealed spring steel stay for added wrist protection. Soft suede lined. Designed for hunting and field shooting. Shipping weight 3 oz.

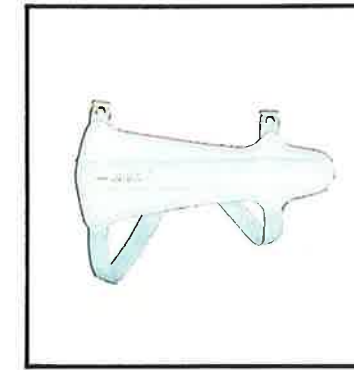
No. 8640.....\$3.25



Skeleton Type Armguard

A favorite with many archers. Top grain cowhide leather reinforced with concealed spring steel center stay. Soft suede lined. Held in place by two adjustable elastic straps. Shipping weight 1 oz.

No. 8750.....\$2.45



Ladies Armguard

Smart looking white leather with full length steel center stay and adjustable elastic arm straps. Soft suede lined. A perfect match for Ladies' Target Quiver No. 1835.

No. 1812\$1.95



Armguard

Ideal for schools and archery ranges. Made of heavy vinyl reinforced with concealed spring steel center stay. Soft suede lined. Shipping weight 1 oz.

No. 8680.....\$1.50



Economy Armguard

Popular for beginners. Made of vinyl and adjustable elastic bands. Soft vinyl lined. Shipping weight 1 oz.

No. 8650.....\$1.00



Junior Arm Guard

Small size to protect small arms. Durable Vinyl lined with soft suede finish against the skin. Easy-on style, with elastic straps and one-hook fastener. Ship. wt. 1/2 oz.

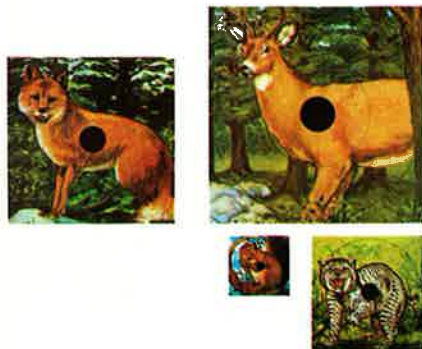
No. 8620.....\$1.00

Targets and Faces



Official NFAA Animal Round Faces On Heavy Tag Stock

No.	Size	Pcs.	Asstd. Set
1453	40" x 28"	3	\$3.95
Bear, Deer or Moose			
1454	28" x 22"	3	\$2.25
Antelope, Ram or Mountain Lion			
1455	22" x 14"	4	\$2.25
Coon, Javelina, Goose or Coyote			
1456	14" x 11"	8	\$1.75
Pheasant, Prairie Dog, Jack Rabbit or Duck.			
1457	Set of 18 asst. faces and sizes.	18	\$9.95



Full Color Animal Target Faces

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

No. 9240—6" Squirrel. Shipping weight 3 oz.....doz. \$.75

No. 9250—12" Bobcat. Shipping weight 1 oz.....ea. \$.15

No. 9260—18" Fox. Shipping weight 1 oz.....ea. \$.30

No. 9270—24" Deer. Shipping weight 3 oz.....ea. \$.40

No. 9280—Complete set of 30 animal target faces. Ship. wt. 1 lb.....\$6.50

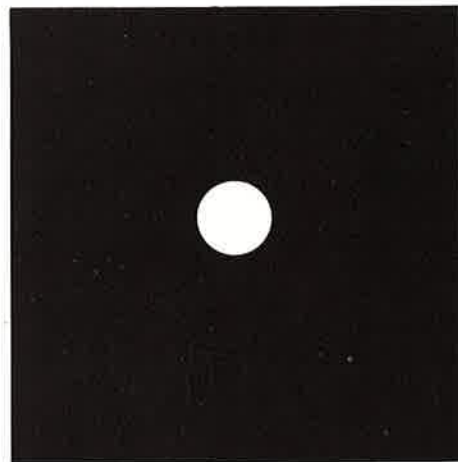
No. 9310—18" Leopard Target Face on lightweight paper stock. (Same face as packed in juvenile archery sets.) Shipping weight 1 oz.....doz. \$1.25



Official NFAA Black and White Field Faces on "Tough-Hide" Corrugated

No. 1462—Set of 23 Faces\$7.95

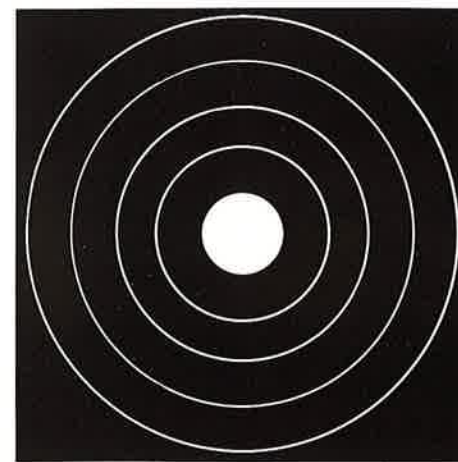
4—24" 8—12" 5—18" 6—6"



Official NFAA Black Hunter On "Tough-Hide" Corrugated Stock

No. 1472—Set of 18 Faces.....\$9.95

9—25" 5—7" 4—13"

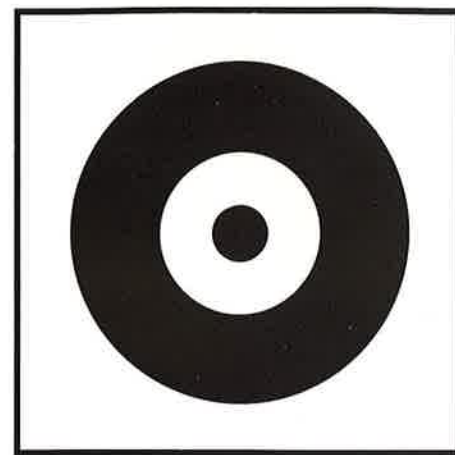


Official PAA Indoor Round On Heavy Tag

No. 1473—16".....ea. \$.25

Blue AIAA Approved Indoor Round

No. 1463—20".....ea. \$.25



Black and White Field Faces

On heavy tag stock.

No. 9720—6". Ship. wt. 3 oz....doz. \$.75

No. 9730—12". Ship. wt. 1 oz....ea. \$.15

No. 9740—18". Ship. wt. 1 oz....ea. \$.25

No. 9750—24". Ship. wt. 3 oz....ea. \$.35

No. 9760—Complete set of 30 faces. Ship. wt. 2 lbs.....\$4.75



Standard 4-Color Target Faces

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

Square Heavy Tag Ea.

No. 9190—48". Ship. wt. 12 oz.....\$1.75

No. 9180—36". Ship. wt. 8 oz.....\$1.00

No. 9170—24". Ship. wt. 4 oz.....\$.75

No. 9210—16". Ship. wt. 2 oz.....\$.25

No. 9200—16". Square target face on lightweight paper stock. Shipping weight 6 oz.....doz. \$1.00

Skirted Heavy Tag

No. 4910—48". Ship. wt. 1 lb.....\$3.50

No. 4810—36". Ship. wt. 8 oz.....\$2.50

No. 4710—24". Ship. wt. 2 oz.....\$1.75

Skirted Oil Cloth

No. 4664—48". Ship. wt. 1 lb. 6 oz....\$7.50

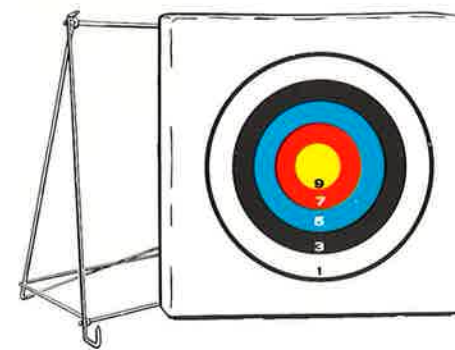
No. 4663—36". Ship. wt. 12 oz.....\$5.50

Skirted Sign Cloth

No. 4130—48". Ship. wt. 1 lb. 6 oz....\$6.00

No. 4120—36". Ship. wt. 12 oz.\$4.50

No. 4110—24". Ship. wt. 6 oz.\$3.25



Excelsior Target

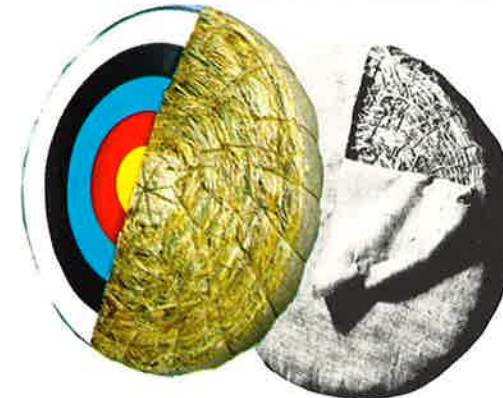
Takes plenty of shooting...sturdy yet maneuverable. Weighs 21 lbs.; 24" square, 4" thick. Covered with white oilcloth. (Sold in lots of 2 only.)

No. 1451.....ea. \$16.25

Metal Stand

Made for Excelsior Target. Folds for transporting.

No. 1452.....ea. \$ 3.95



Johnson Grass Targets

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

No. 4681—48" with 10" excelsior core. Ship. wt. 57 lbs.....\$28.95

No. 4661—36" with 8" excelsior core. Ship. wt. 34 lbs.....\$17.95

No. 4641—24" with 6" excelsior core. Ship. wt. 16 lbs.....\$ 9.95

Burlap Covered Targets

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

No. 4680—48" Diameter. Shipping weight 62 lbs.\$29.95

No. 4660—36" Diameter. Shipping weight 37 lbs.\$18.95

No. 4640—24" Diameter. Shipping weight 18 lbs.\$10.95

Target prices do not include faces.

Target Face Pin

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

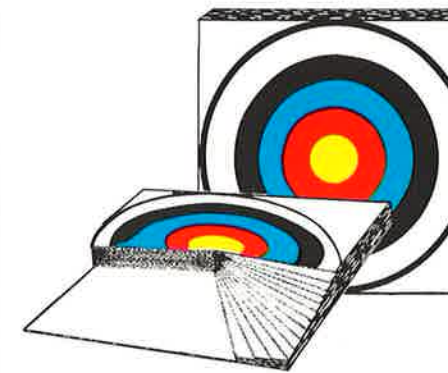
No. 4530\$.65



Wound Straw Target

Ideal for young archers. Durable wound straw in 200-pound test corrugated carton with strong steel wire adjustable stand. Size 20" square by 4" thick. Uses replacement target face No. 9200. Ship. wt. 14 lbs. 8 oz.(Sold in multiples of 3 only.)

No. 4030ea. \$4.95



Corrugated Cardboard Targets

Thick layers of rugged, lightweight corrugated cardboard...all in a full-size 4-color target face. May be used satisfactorily with bows weighing up to 40 pounds draw weight. (Sold in multiples of 2 only.)

No. 9450—24". Ship. wt. 5 lbs.....\$ 6.25

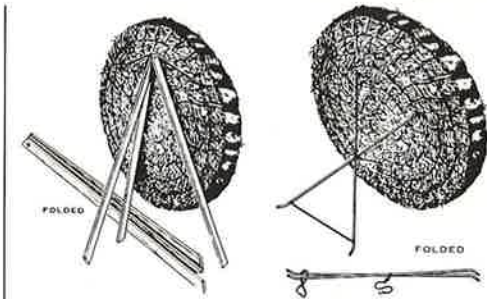
No. 9490—36". Ship. wt. 7 lbs. 8 oz.\$10.00



Do-It-Yourself Target

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

No. 9100ea. \$1.25



Wood Target Stand

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

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

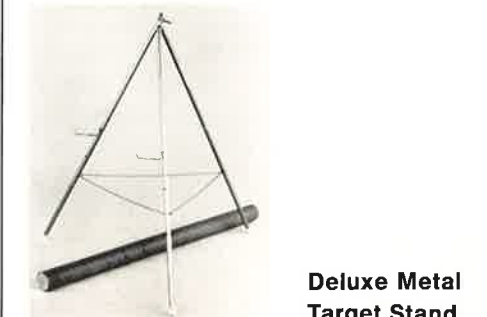
No. 4010—36". Ship. wt. 6 lbs. 8 oz. \$4.50

No. 4000—24". Ship. wt. 3 lbs. 8 oz. \$3.25

Metal Target Stand

Compact, easy to use. Simply imbed top ends of legs into mat and clip to target stitching. Adjustable to non-skid angles to reduce loss of arrows. Constructed entirely of metal and treated to prevent rusting. Brass chain and clip. For 24" and 36" targets. Length folded, 32". Ship. wt. 1 lb. 10 oz.

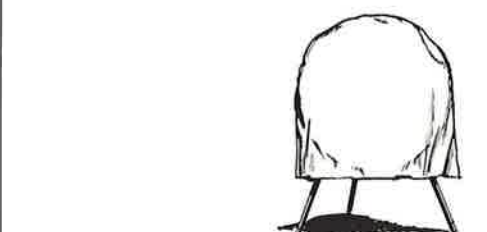
No. 4390\$5.25



Deluxe Metal Target Stand

Sturdy tripod with adjustable brackets for large or small targets. Rubber tips on legs permit use on indoor floors. Stand folds down and fits into heavy paperboard tube which is handy for carrying and storing. Ship. wt. 2 lbs.

No. 4380.....\$18.95



Target Cover

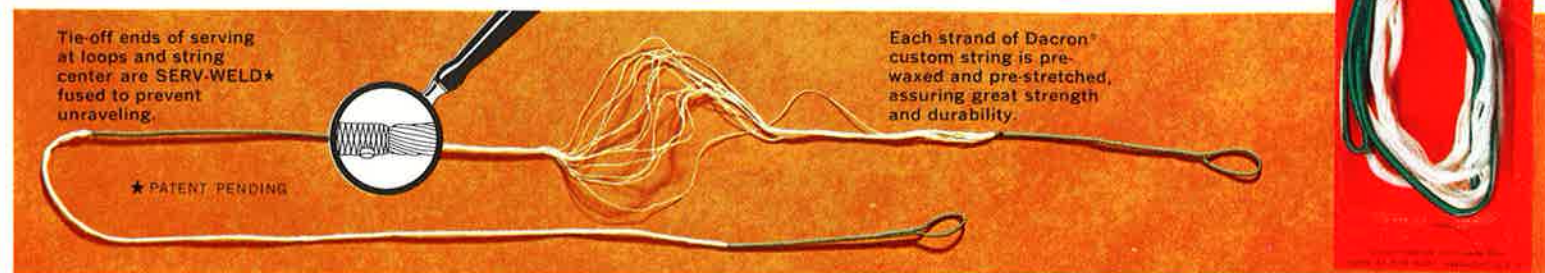
Made of heavy duty vinyl...waterproof and not affected by heat or cold. Protects target when not in use. Available for 48" and 36" targets.

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

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

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 52", 54", 56", 58", 60", 62", 64", 66", 68", 70".

Ship. wt. 1/2 oz.

No. 6380ea. **\$1.50**

No. 6390—Camouflaged-string. Olive drab. Same as No. 6380. Same weights and lengths. Ship. wt. 1/2 oz.**\$1.50**

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

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

Ship. wt. 1 lb. 8 oz.**\$36.00**

No. 6450—Camouflage String Assortment.

2/58"	35-44 lbs.	2/62"	55-64 lbs.
4/58"	45-54 lbs.	2/60"	35-44 lbs.
2/58"	55-64 lbs.	4/60"	45-54 lbs.
2/62"	35-44 lbs.	2/60"	55-64 lbs.
4/62"	45-54 lbs.		

Ship. wt. 1 lb. 8 oz.**\$36.00**

Regular Strings

No. 6310—Adjustable Single Loop LINEN for 25-34, 35-44, 45-54, 55-64 pound bows. 60" to 66", 66" to 72" lengths. Ship. wt. 1/2 oz.**\$1.25**

No. 6320—Double Loop Dacron for 25-34, 35-44, 45-54, 55-64 pound bows. 60"-62"-64"-66" lengths. Ship. wt. 1/2 oz.**\$1.00**

Economy Strings

No. 6360—Single Loop Italian Flax. Recommended for all junior bows. Adjustable to fit any bow to 60" not exceeding 30 pounds. Ship. wt. 1/2 oz.**\$.50**

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. 1/2 oz. **\$.75**

String Assortments

Regular String Assortment. 48 Bow Strings assorted as follows:

24 **No. 6360** Strings

12 **No. 6320**:

2/60"	25-34 lbs.	2/60"	35-44 lbs.
2/64"	25-34 lbs.	2/64"	35-44 lbs.
2/66"	25-34 lbs.	2/66"	35-44 lbs.

12 **No. 6310**—60 to 66"

6/25-34 lbs. 6/35-44 lbs.

Ship. wt. 2 lbs. 8 oz.

No. 6460**\$37.80**



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:

24 each **No. 6380** Stringsea. **\$1.50**

2/58"	35-44 lbs.	4/60"	25-34 lbs.
2/58"	45-54 lbs.	2/60"	35-44 lbs.
4/62"	25-34 lbs.	2/60"	45-54 lbs.
4/62"	35-44 lbs.	2/66"	25-34 lbs.
		2/66"	35-44 lbs.

12 each **No. 6350** Stringsea. **\$.75**
4/48" 4/54" 4/60"

12 each **No. 6360** Stringsea. **\$.50**

12 each **No. 6310** Stringsea. **\$1.25**

4/60" to 66"	25-34 lbs.
4/60" to 66"	35-44 lbs.
2/60" to 66"	45-54 lbs.
2/60" to 66"	66-64 lbs.

12 each **No. 6320** Stringsea. **\$1.00**

2/60"	25-34 lbs.	2/66"	25-34 lbs.
2/60"	35-44 lbs.	2/66"	35-44 lbs.
2/60"	45-54 lbs.	2/66"	45-54 lbs.

6 doz. No. 9802 Pts., 5/16"doz. **\$.45**

3 doz. No. 9822 Pts., 5/16"doz. **.75**

3 doz. No. 9823 Pts., 11/32"doz. **.75**

6 doz. No. 9843 Pts., 11/32"doz. **1.25**

12 doz. No. 9652 Nks., 5/16"doz. **.50**

12 doz. No. 9663 Nks., 11/32"doz. **.50**

3 pks. No. 9860 Pts., 5/16"pk. **.50**

(3 per pk.)

3 pks. No. 5760 Pts., (3 per pk.) pk. **1.50**

3 pks. No. 9940 Pts., (3 per pk.) pk. **1.50**

No. 6490—Assortment and Rack

Total Retail Value**\$118.00**

Bow String Wax

An archery necessity...prolongs life of bow strings. Ship. wt. 1/2 oz.

No. 6640**\$.25**

Accessories



New Mercury-Tip Stabilizer®

Overcomes bow torque and adds points to the score. A capsule of Mercury "heavy-fluid" is sealed inside the barrel tip. On release impact, the Mercury explodes within the capsule, absorbing torque, correcting the archer's grip and release inconsistencies. The "barrel of Mercury" is on a 7/16" 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, 7/16" x 24"**\$25.00**

No. 5230—3 ounce, 3/8" x 20"**\$23.50**

Arrow Shafts

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

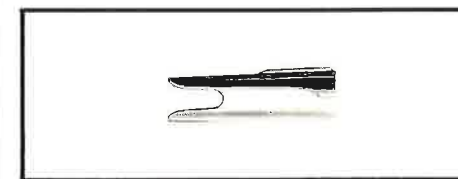
No. 9070—Micro-Flite Glass Hunting shafts—Full length. Weights 40 to 75 lbs. Spined at 28". Nock inserts and broad-head adapters separate. Specify bow weight. Ship. wt. 1 lb.doz. **\$21.00**

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

No. 5600—Matched Port Orford Cedar—30" length. Spined at 28". Closely matched in both spine and weight. Diameters: 5/16" (35-39, 40-44 lbs.) and 11/32" (45-49, 50-54 and 55-60 lbs.) (Same quality as our No. 2070 arrow.) Specify bow weight. Ship. wt. 14 oz.doz. **\$ 5.00**

No. 5672—Size 5/16". Selected Port Orford Cedar. 30" length. Same quality as No. 2000 arrow. Ship. wt. 14 oz.doz. **\$3.00**

No. 5673—Size 11/32"doz. **\$3.00**



INDX Arrow Nocks

Most popular nock made! Raised edge enables location of cock feather to be determined by feel. Molded plastic in red, white, blue, yellow, black, green and orange. One dozen per blister pack.

No. 9650—Size 1/4" **No. 9652**—Size 5/16"

No. 9651—Size 3/32" **No. 9663**—Size 11/32"

Shipping weight 1/2 oz.dozen **\$5.00**

Cement for Nocks and Fletching

Waterproof, quick-drying...for attaching feathers and nocks to arrow shaft. (Available in 1/2 dozen pack only. Shipping weight 2 oz.)

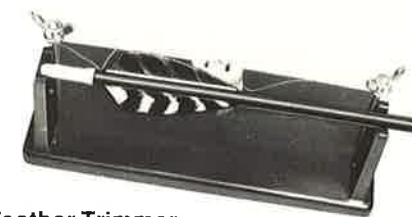
No. 9910ea. **\$.50**



Tapering Tool Kit

A complete tapering tool kit. Includes bushings to fit 1/4", 3/32", 5/16" and 11/32" shafts...all oversize to clear oversize or painted shafts. Shipping weight 2 oz.

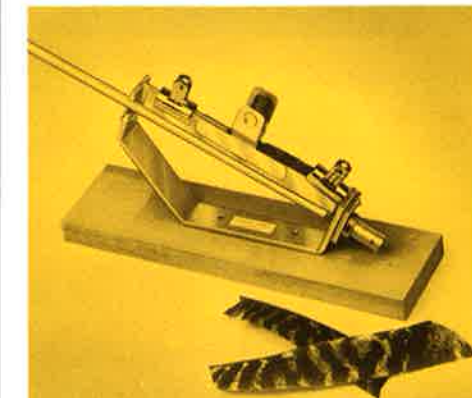
No. 9550**\$4.50**



Feather Trimmer

A practical, inexpensive burning rig for the home craftsman. Comes completely assembled ready to use. Any electric appliance (iron, toaster, etc.) may be plugged in the receptacle shown on base to reduce current to the burning wire. Shipping weight 10 oz.

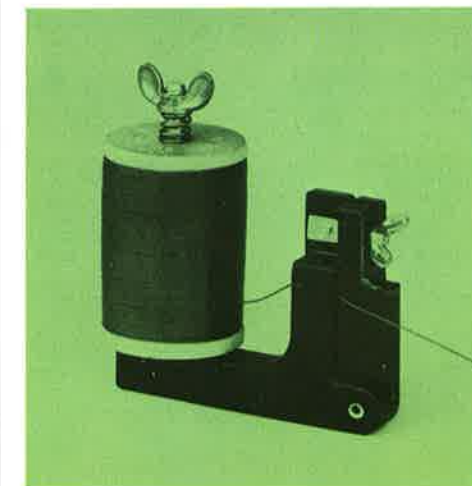
No. 9360**\$5.95**



Eastern Fletcher

Shaft holder has three-feather and four-feather indexer. Kit includes clamp bar and two auxiliary clamps for secure gluing.

No. 1496**\$9.50**



Bow String Server

Keeps bow strings in top condition. Easy to use. Simple adjustments. Complete with directions and large spool of heavy duty serving thread. Shipping weight 4 oz.

No. 9580**\$3.95**



Tox-Nox

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

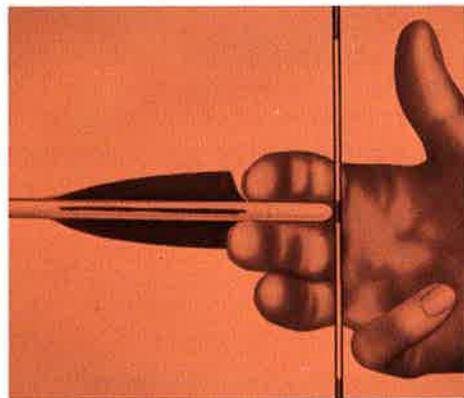
No. 1479.....\$.75



Arrow Nok-Loks

Holds arrow firmly on bow string at any tension desired. You're always ready to shoot. Liberates your shooting hand yet keeps your arrow in the same position for every shot. Simple to install...made of durable rubber. Display card of 12.

No. 1434.....\$7.50



Nocking Points

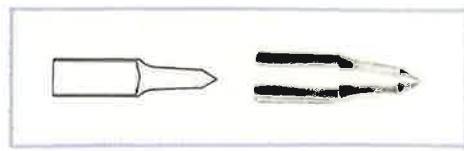
Reduce finger pinch and provide a smooth, accurate, hair-trigger release. Lightweight nylon tubes can be removed from worn string and used over and over. Shipping weight 1/2 oz. Display card of 12 pair (Minimum Order).

No. 9780.....\$12.00



Target Points

No. 9801—Parallel target point 3/32". Ship. wt. 1/2 oz.....doz. \$.45
No. 9802—Parallel target point 5/16". Ship. wt. 1/2 oz.....doz. \$.45
No. 9812—Bullet target point 5/16". Ship. wt. 1 oz.....doz. \$.60



Field Points

No. 9822—Parallel non-skid field point 5/16". Ship. wt. 1 oz.....doz. \$.75
No. 9823—Parallel non-skid field point 11/32". Ship. wt. 1 oz.....doz. \$.75
No. 9842—Tapered bore, non-skid field point 5/16". Ship. wt. 4 oz.....doz. \$1.25
No. 9843—Tapered bore, non-skid field point 11/32". Ship. wt. 4 oz.....doz. \$1.25



Ben Pearson's Famous "Deadhead" Broadhead Hunting Point

Designed by Ben Pearson to maintain flat trajectory without wind-planing. Excellent penetration. Some hunters call it "The Cleaver." High grade cutlery steel. Light but massive and strong. 1 3/8" wide by 2 5/8". Wt. 130 gr. Standard 5° taper. Ship. wt. 2 oz.

No. 5760—Three in Blister Pak.....\$1.50
1/2 Gross Bulk Pak.....\$32.00
No. 5770—(1 3/8" x 2 5/8", 150 gr.) Three in Blister Pak.....\$1.75



Arrowmate Four-Blade Broadhead Hunting Point

Finest grade spring steel, has positive attachment to Nylon ferrule. 1 1/32", weight 125 grs. Ship. wt. 3 oz.

No. 9940—Three in Blister Pak.....\$1.50
No. 9960—(5/16" 110 gr.) Three in Blister Pak.....\$1.50



Super Hilbre Four-blade Hunting Point

2 3/4" x 1" spring steel blade is reinforced on both sides by special ferrule. It also supports razor inserts which cut 1" incision.

No. 5773.....\$1.75
Three in blister pack.



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. Ship. wt. 2 oz.

No. 9890—(1 1/32" 125 gr.) Three in Blister Pak.....\$1.50
No. 9860—(5/16" 100 gr.) Three in Blister Pak.....\$1.50



Swivel Barbed Point

Its harpoon head hits with maximum penetration. Retractable, swivel-action barb allows easy removal of the arrow from the fish. Fits 5/16" shaft. Ship. wt. 1/2 oz.

No. 9880.....\$1.25



Economy Double-Barbed Point

Line attaches to lower section of point which unscrews from harpoon head. Fits 1 1/32" shaft. Ship. wt. 1/2 oz.

No. 9830—1 1/32".....\$.75
No. 9870—5/16".....\$.75



Bow Reel

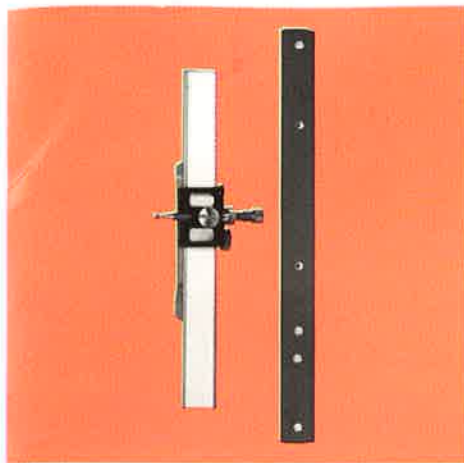
Efficient one-piece reel equipped with spring wire line holder. Easily attached to bow with tape. Complete with 50 feet of 80 lbs. test nylon line. Ship. wt. 4 oz.

No. 9990.....\$3.95

Bow Fishing Line

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

No. 9980.....\$1.25



Reynolds Bow Sight

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

No. 1404.....\$11.25

Sight Bar Attachment

For bows with stabilizer points on face side.

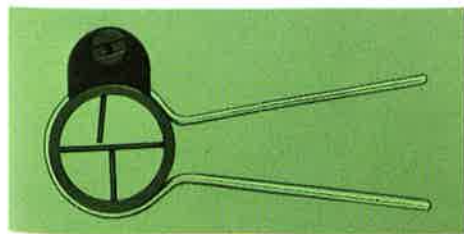
No. 1405.....\$2.45



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, increases scores.

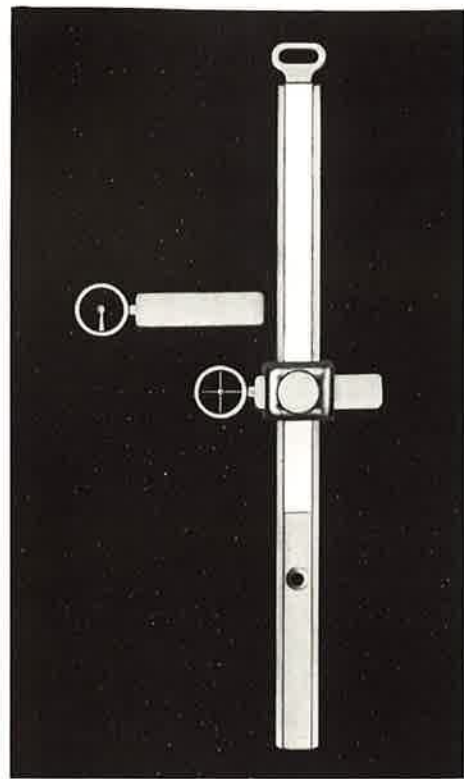
No. 1521.....\$10.00



Micro Level Bowsight

The original, adjustable, precision pendulum bowsight reticle. Easy to read, eliminates kant, improves accuracy.

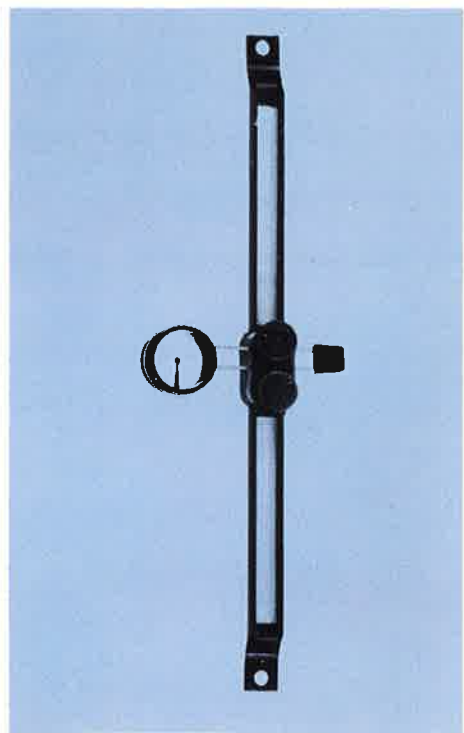
No. 1493.....\$7.50



Josey Sight

Durable, all-metal sight bends to fit any bow contour. Two apertures, cross hair and pin, adjustable vertically and horizontally. Tape for marking range points hides top screw.

No. 1491.....\$6.50



Field with Hood and Post

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

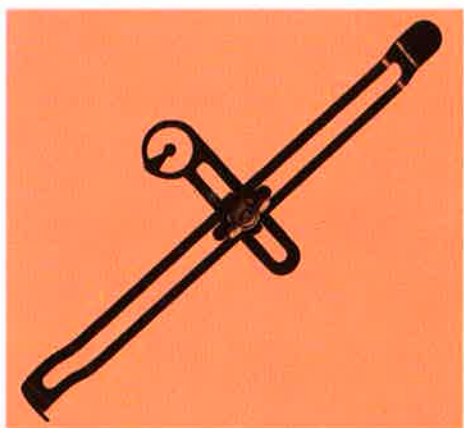
No. 9970.....\$4.75



Target Pin Sight

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

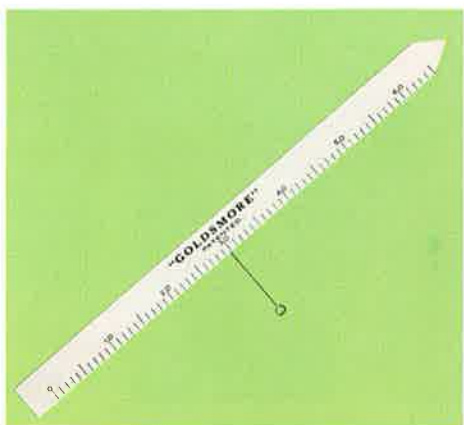
No. 9950.....\$3.25



Bow Sight

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

No. 9920.....\$2.00



Bow Sight

Popular with beginners and young archers. Calibrated celluloid indicator, mounted on cork 7" long. Attaches on back of bow with tape. Ship. wt. 1/2 oz.

No. 9930.....\$1.25



Camouflage 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. 1450.....Pair \$2.00



Brush Buttons

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

No. 9770 Display card of 12 pair \$11.40



Buck Scent

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

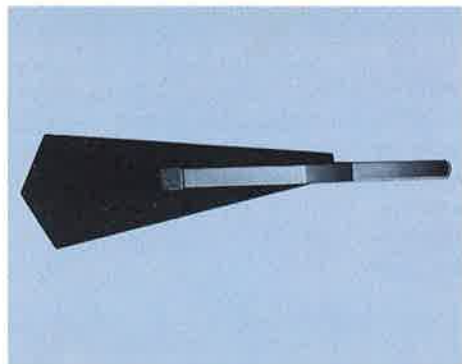
No. 9670.....\$1.35



Powder Pouch

Easy-to-fill tan vinyl pouch has a snap-down flap to keep your powder dry, fine screen for proper and quick application at your finger tip.

No. 1892.....\$2.75



Klicker

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

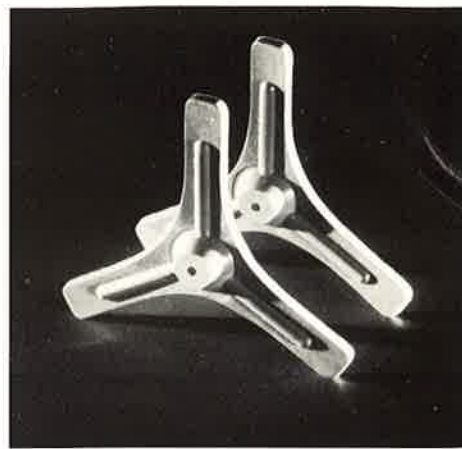
No. 1433—Display Card of 12.....\$20.00



Bow Saddle

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

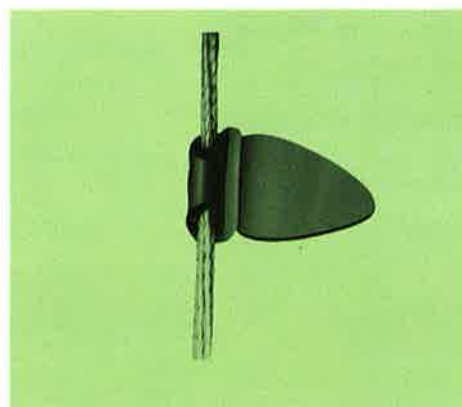
No. 1443—Display Card of 12.....\$12.00



Kwikkee Silencers

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

No. 1485—Pair in poly bag.....\$1.50



Bow String Silencer

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

No. 1440—12 pair on display card...\$4.75



Bow Stringer (Bow Pal)

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

No. 1446.....\$3.00



Carpet Arrow Rest

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

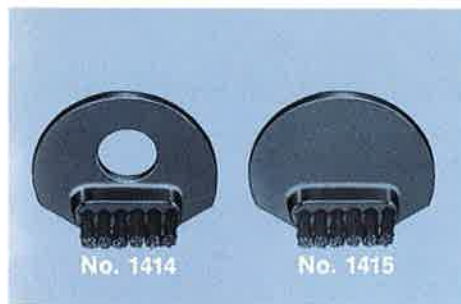
No. 1891.....\$.50



Herox Arrow Rest

Reduces arrow drag...protects fletching. A bristle rest made of Du Pont Nylon with adhesive backing...easy to install and remove. Bristle may be cut back for Plasti-Fletch if necessary.

No. 1413—Display card of 12.....\$15.25



Para-Rest, Standard

Nylon brush type, mounts in seconds on any center shot bow. Assures noiseless arrow flight, protects arrows from crest damage.

No. 1414.....\$.85

Para-Rest

No. 1415—Without center hole.....\$.85



Adjustable Arrow Plate Assembly

Eliminates arrow deflection and provides resistance-free arrow take-off. Instructions included.

No. 1416.....\$3.00



Flex Rest

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

No. 1417.....\$.50



Arrow Rest

Feather type shelf rest with pressure-sensitive self-adhesive backing for easy application to bow. Right or left handed.

No. 1419—Display card of 12.....\$11.50



No-Kant Level

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

No. 1437.....\$1.25



Bow Tip Protector

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

No. 1447—Display card of 12.....\$7.50



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.

No. 1488.....\$.90



Action Peep Sight

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

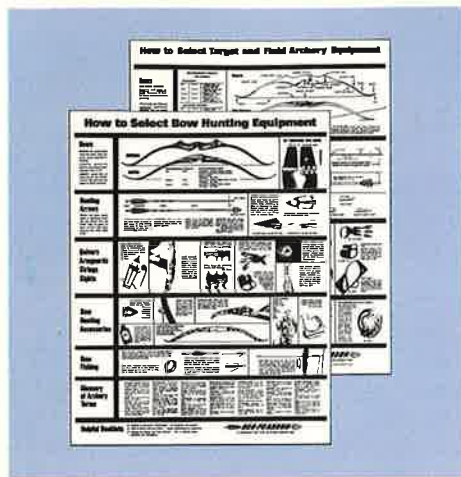
No. 1492.....\$1.50



Tackle Box

Rugged, tan vinyl covered luggage type case box has polyfoam cushion blocks to protect up to 4 dozen arrows. Separate compartment has plenty of room for quiver and other equipment. 32" x 7" x 11".

No. 1495.....\$19.95



"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. One is "How to Select Bow Hunting Equipment." The other is "How to Select Target and Field Archery Equipment." These charts are quick educators on such important information as bow weights, arrow lengths, reasons for different types of tackle and accessories, and many other things you should know.



"Secrets of Successful Bow Hunting"

A 20 page treasure of tips from Ben Pearson and Jim Dougherty, two of America's most successful bow hunters. This booklet is a condensed digest covering everything: selection of proper equipment, practice, planning the hunting trip, stalking, calling, shooting and tracking. Available at your Ben Pearson archery dealer.

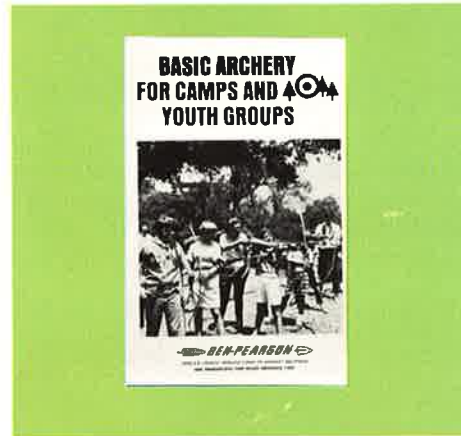
"Tips on Successful Bow Fishing"

It takes very little extra equipment for this challenging sport...but a few tips from an experienced bow fisherman will give you the success and thrills. This booklet tells you what to use, how to use it, and how to get the fish. Available at your Ben Pearson archery dealer.



"How to Shoot a Bow and Arrow"

You can become a skillful archer in a surprisingly short time, if you begin with proper instruction. A helpful booklet for the beginner is "How to Shoot a Bow and Arrow" by Ben Pearson. Twelve pages of illustrated, professional instruction on the six simple fundamentals of good archery. Ask your dealer for a copy.



"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. Available at your Ben Pearson archery dealer.

How to Organize a Junior Olympic Archery Development Club

As they discover that archery will be a gold medal event in the 1972 Olympics, thousands of boys and girls are joining "JOAD" clubs being organized throughout the United States. This program is offered by the National Archery Association (NAA) for boys and girls under 18 years old. A Junior Archery Club can be duly chartered under NAA when six or more archers and an adult leader join together for this purpose...and make application to the NAA, 23 East Jackson Boulevard, Chicago, Illinois 60604, for membership and the NAA Official Tournament Rules Book.

Archery Color Movies

16mm sound/color films are available on loan to clubs and groups on request. There is a \$3.00 fee, payable in advance. Order by title and mail check payable to Ben Pearson Film Library, 2251 E. 7th Street, Los Angeles, Cal. 90023. Allow at least two weeks for delivery. Films are to be returned immediately after use, postage prepaid.

"Archer in the Arctic"—Ben Pearson bags two record class bears in Alaska. (18 min.)

"Ringneck Hunt in Kentucky"—Pheasant hunting with Ben Pearson on a preserve in Kentucky. (10 min.)

"Hunting with the Long Bow"—Ben Pearson and Howard Hill bow-hunt for boar, goats, jackrabbits and alligator gar. (30 min.)

"Devils of The Desert"—Ben Pearson and companions bag Javelina in Arizona. (13½ min.)

"Shooting Ducks with Bow and Arrow"—Ben Pearson shoots ducks above treetop level. (7½ min.)

"Shooting Techniques"—An instructive film, showing archery champions in action. (22 min.)



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 and 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

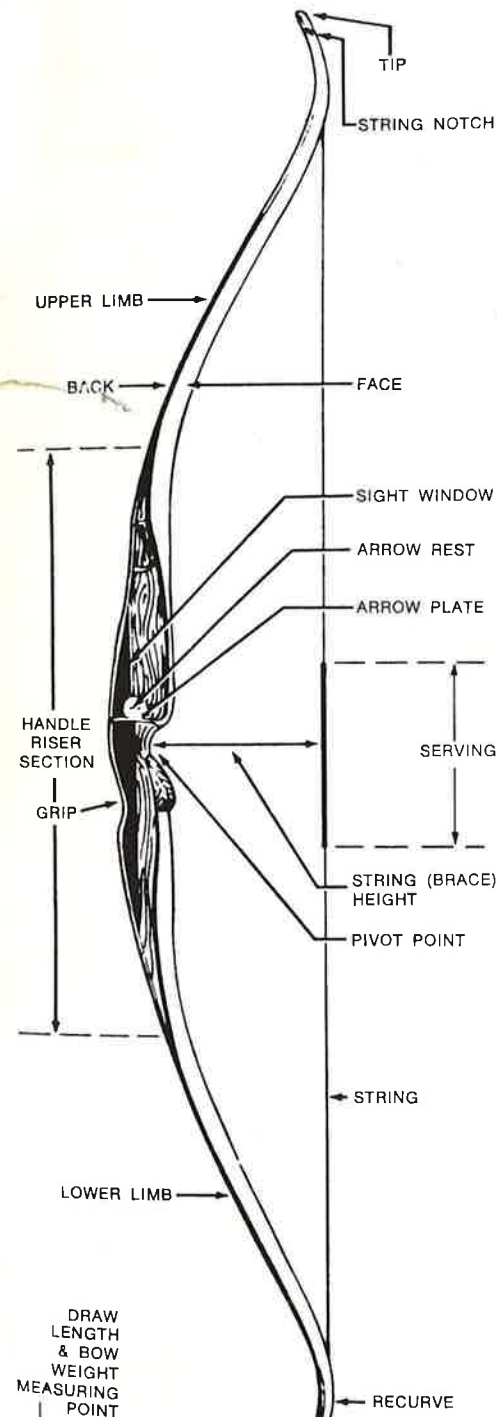
This is the distance, at archer's full draw, from the nocking point on the string to the back of the bow at the arrow rest.

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 sometimes 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 on page 27). 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. Another way is with your arms outspread, and measuring from finger tip to finger tip:

IF YOUR ARMSPREAD MEASURES:	YOUR ARROW LENGTH IS:
57"-59"	24"-25"
60"-62"	25"-26"
63"-65"	26"-27"
66"-68"	27"-28"
69"-71"	28"-29"
72"-74"	29"-30"
75"-77"	30"-31"

How to Order Ben Pearson Archery Equipment

Tell your dealer whether you want equipment for hunting, target shooting, or both. Tell him your height, weight, and whether you are right or left handed. Ask your dealer to help you select the proper bow weight. All bows come in 5 lb. draw weight increments. (Many beginners select bows with draw weights that are too heavy.) Ask your dealer about your correct arrow length. When ordering arrows, specify bow weight and arrow length.



"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

Conditions of Sale For Dealers

Prices shown in this catalog are base prices, furnished for identification and are not represented to be list, usual or customary retail prices. C.O.D. orders will require a deposit of 25% with order. All shipments will be invoiced at prices in effect at time shipment is made. PRICES SUBJECT TO CHANGE WITHOUT NOTICE. Please give shipping instructions with every order, otherwise, we will ship cheapest way. Ben Pearson reserves the right to alter and improve specifications of any item described herein at any time.



Each Ben Pearson laminated bow is numbered and accompanied by a guarantee and 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 OWNER-SHIP	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.



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



*Take more trophies
this year with
Pearson Power
archery tackle*

BP383/1168 PRINTED IN U.S.A.

 **BEN PEARSON** 

PINE BLUFF OPERATIONS
2912 WEST SECOND STREET
PINE BLUFF, ARKANSAS 71601
PHONE (501) 534-6411



A PRODUCT OF THE LEISURE GROUP, INC.
CUSTOMER SERVICE HEADQUARTERS
421 NORTH ALTADENA DRIVE, PASADENA, CALIFORNIA 91107

Manufacturers and Marketers of Leisure Time Products.
BEN PEARSON ARCHERY, HIGH STANDARD SPORTING FIREARMS,
THOMPSON SPRINKLERS, HAYES SPRAY GUNS,
FLEXIBLE FLYER SLEDS, YANKEE CLIPPER SLEDS,
BLACK MAGIC FOR PLANTS, RAIN SPRAY SPRINKLER SYSTEMS.